In this issue:

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Call for Nominations

Before You Get Sick, Shop Around
By Michelle Singletary
As much as many consumers hate shopping for cars, that is nothing compared with trying to price out a medical procedure or a routine visit to the doctor.

Rosario Welle Takes Prize in 2006 School Outreach Contest: 2007 Contest Now Open
By Lillian Clementi
Entering ATA's 2007 School Outreach Contest could win you free registration to the upcoming Annual Conference in San Francisco, October 31 — November 3.

Culturally Capable Translations: The Essential Role of Culture in Translation Quality Processes
By Nataly Kelly, Darci Graves, and Rocío Txabarriaga
The creation of detailed steps to ensure the incorporation of culture throughout the translation production process is a relatively recent development.

Electronic Organization for Translators
By Bruce D. Popp
Effective time management is important to your income and your sanity. Here are a few simple techniques you can start using now to organize files so you can quickly find what you need and separate important e-mail messages from newsgroups and clutter.

Glossary Mining: Getting Down to Business
By Lee Wright
Here's a list of resources that will keep you clicking for quite some time!
We Want You!

The ATA Chronicle enthusiastically encourages members to submit articles of interest to the fields of translation and interpretation. For Submission Guidelines, log onto www.atanet.org/chronicle. The ATA Chronicle is published 11 times per year, with a combined November/December issue. Submission deadlines are two months prior to publication date.
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Our Authors  March 2007

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Nataly Kelly is the director of product development at NetworkOmni Multilingual Communications. She has more than 12 years of professional experience in the interpreting and translation fields. A former Fulbright scholar in sociolinguistics, she completed a master’s degree program in Latin American studies, with a concentration in cultural policy, and holds a certificate in cross-cultural communication. Contact: nkelly@networkomni.com.

Bruce D. Popp is an independent translator (French → English) who specializes in science (physics, astronomy, organic and pharmaceutical chemistry, and meteorology); math, telecommunications; computer software, hardware, operations and networking; medical devices; and electronics. He especially likes translating patents. Contact: BDpopp@bien-fait.com.

Michelle Singletary started “The Color of Money” column in March 1997 in The Washington Post. The column began in syndication in the fall of 1999, and is carried in more than 140 newspapers across the country. In 2003, she published her first book, 7 Money Mantras For A Richer Life: How To Live Well With The Money You Have (Random House). The paperback version was retitled Spend Well, Live Rich. She is also a regular personal finance contributor for National Public Radio’s afternoon program “Day To Day.” Contact: singletarym@washpost.com.

Rocio Txabarriaga is the director of translation and localization services at NetworkOmni Multilingual Communications. She is an ATA-certified translator (English → Spanish). Fluent in five languages and with over 17 years of experience in the translation and localization field, she is an ongoing contributor to industry standards for the fields of translation and localization, and provides courses and presentations on these topics throughout the U.S. and internationally. Contact: rtxabarriaga@networkomni.com.

Lee Wright has been an ATA member since 1975, and is ATA-certified (Spanish → English). He served two terms as an ATA director and four years as editor of The ATA Chronicle. After working eight years as the in-house translator for a major international engineering and construction firm, he started freelancing in 1982. From 1990 to 2004, he was an adjunct associate professor of Spanish translation at Kent State University (Institute for Applied Linguistics). He currently teaches online courses in Spanish → English legal and technical translation for New York University. Contact: lwright3@gmail.com.

April 21, 2007
Northern California Translators Association
“An Introduction to TRADOS”
“Advanced Features of TRADOS”
San Francisco, California
www.ncta.org

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More often than not, my column seems to read like a travelogue because I represent ATA at so many events. The trend continues…

Two weeks after the very productive late January Board meeting (See “From the Executive Director” in this issue for details), I was in San Jose, California, representing ATA at the National Association of Bilingual Educators (NABE) conference at the invitation of NABE President Pedro Ruiz (who I happened to meet on the flight home from our New Orleans conference). Since many NABE members are responsible for sourcing translation and interpreting for their school districts and others actually serve as translators and interpreters in the schools, and the meeting would have some 5,000 attendees, Pedro and I thought this would be a great opportunity to educate folks about how to “get it right” and how to source translation and interpreting projects using ATA’s online services directories. We also thought we might get some interest in ATA membership.

As it turned out, there was a lot of interest in ATA membership and professional development opportunities among both people already working in the field and those interested in getting started. (Some of them were quite interested in The Business of Translating and Interpreting seminar, which took place February 24 in Atlanta.) Also, since there were many Bay Area folks at the conference, there was tremendous interest in ATA’s 48th Annual Conference, to be held October 31–November 3 in San Francisco.

We did have an opportunity to do a fair amount of client education and promotion of the online services directories, but I think we generated even more interest in ATA membership. To boot, the volunteers covering ATA’s exhibit booth even met several prospective clients. As for those volunteers, I would like to thank Farah Arjang and Shayesteh Zarrabi for all their time and effort. I would also like to thank the Northern California Translators Association and its president, Tuomas Kostiainen, for sending out an e-mail to help us find folks to staff the booth.

As I mentioned, next up was The Business of Translating and Interpreting seminar in Atlanta, where 80 attendees came to pick up tips on how to build their freelance business, work with language services companies, and create contracts for freelance translators and interpreters. In addition, around 15 people took the training required to participate in ATA’s mentoring program.

The following week, ATA President-Elect Jiri Stejskal and I met with the leadership of ATA’s Public Relations Committee to plan the Association’s PR strategy for the year and to discuss producing a DVD on ATA’s PR efforts. The DVD is intended to spread the word that the more folks that spread the message about how to get translation and interpreting right, the better for the industry overall, and particularly for our members.

Our effort to educate clients continued at the Translation Summit in Salt Lake City, Utah, on March 12, 2007, where I spoke on the importance of using qualified professionals and interpreters to get the job done right.

What’s Ahead

As usual, I will close with a reminder about our upcoming professional development events. First, I would like to highlight the Energy Conference, to be held May 4–6 at the Hilton Post Oak in Houston, Texas. We have invited some really exciting speakers from all over the U.S., Latin America, and Europe. In addition, we are hoping to arrange some very unique tours and exhibit opportunities. Other events on the schedule include:

- ATA Legal Translation Seminar
  March 31
  Philadelphia, Pennsylvania

- ATA Medical Division Conference
  May 31–June 3
  Cleveland, Ohio

- ATA Translation Company Division Conference
  July 27-29
  San Antonio, Texas

- ATA 48th Annual Conference
  October 31–November 3
  San Francisco, California

Hope to see many of you around!
As I mentioned in my column last month, ATA’s budget for July 1, 2006 to June 30, 2007 is $2,338,402. The budget, which is broken out below, is balanced. As in previous years, membership dues constitute the main source of revenue (60%), followed by the Annual Conference (21%). On the expense side, *The ATA Chronicle* is the largest expense incurred by the Association, followed closely by the Annual Conference—both of which I addressed last month.

We are now working on the 2007-2008 budget, and I will present it to you once it is finalized and approved by the Board. I would like to thank Kirk Lawson, ATA’s accounting manager, for his diligence in compiling our budget.

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**Revenue (in thousands)**

- The ATA Chronicle $130
- Certification $158
- Professional Development Seminars $91
- Other Revenues/Investments $47
- Publications $28
- Membership $1,406

**Expenses (in thousands)**

- General and Administrative $201
- Membership Services $272
- Divisions $154
- Professional Development Seminars $146
- Volunteers and Governance $148
- Public Relations $60
- Capital Expenses: Computer Equipment, Database, Furniture $42
- Publications $37
- The ATA Chronicle $490
- Conference $440
- Certification $353

*Figures adjusted to include estimated overhead.

---

**Don’t Miss …**

- **April 28, 2007**
  El Paso Interpreters and Translators Association
  12th Annual Border Area Translation and Interpretation Workshop
  Tomás Rivera Conference Center
  University of Texas at El Paso
  [www.metroplexepita.org](http://www.metroplexepita.org)

- **April 11-15, 2007**
  Critical Link 5
  “Quality in Interpreting: A Shared Responsibility”
  Sydney, Australia

- **April 21-22, 2007**
  Institute of Translation and Interpreting
  21st Birthday International Conference
  London, England
  [www.itl.org.uk](http://www.itl.org.uk)
ATA’s Board of Directors met January 27-28 in Boston, Massachusetts. Prior to the meeting, the Board held a day-long planning session to address some “big picture” issues, such as whether ATA is meeting the needs of its members through the objectives spelled out in the bylaws. In addition, the Board discussed some specific governance issues, such as working to enhance the Nominating Committee’s efforts to develop a leadership pool, and reviewed the priorities from the 2006 Planning Day and their status. Governance and Communications Committee Chair Nicholas Hartmann will share the discussions and priorities in a future edition of The ATA Chronicle.

Here are some highlights from the Board meeting:

**Bylaws:** The Board approved a motion to appropriate funds in the 2007-2008 budget for a review of ATA’s bylaws. ATA will work with James Lochrie, a professional registered parliamentarian who has assisted for the last few years with ATA’s elections. The bylaws will then go through legal review before being put to the membership for final adoption. (The ATA bylaws may be altered, amended, or repealed only by a two-thirds vote of the voting members of the Association at any regular or special meeting called for that purpose.) Much more on this important matter will be published in The ATA Chronicle and on ATA’s website.

**2011 ATA Annual Conference:** Boston was approved as the host city for the 2011 ATA Annual Conference. The conference has not been held in Boston since 1971. Final negotiations with a host hotel are currently in progress.

**Certification:** The Board discussed the results of a survey of ATA corporate members and their views of ATA’s Certification Program. ATA President-Elect Jiri Stejskal wrote an article summarizing the results, which will be published in the April issue of The ATA Chronicle.

**Professional Designation Initials:** The Board approved a proposal to make “CT” the official designation of an ATA-certified translator. The details of the designation’s usage are to be established and coordinated by ATA Headquarters in conjunction with the Executive Committee. Plans are that the usage will follow the current requirements regarding ATA members citing their ATA certifications and the specific language combination. More on this will be published as it is established.

**New Affiliate Group:** The Board approved the New Mexico Translators and Interpreters Association (NMTIA) as an ATA affiliate group. Welcome NMTIA. ATA now has 13 chapters and 6 affiliate groups.

**Next Board Meeting Scheduled:** The next Board meeting will be held May 11-12 in Alexandria, Virginia. The minutes of the meeting will be posted online at www.atanet.org/membership/minutes.php. Past meeting minutes are also posted on the site. As usual, the meeting is open to the membership.

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**What’s New on ATA’s Website**

Check out www.atanet.org for the latest news, activities, and information from ATA.

**Annual Conference Updates**
www.atanet.org/conferencesandseminars/annual_conference.php

**Events Calendar**
www.atanet.org/calendar

**National Public Radio News Clip**
“Pentagon Ramps Up Training to Cut Language Gap”
www.atanet.org

**Register for the Legal Professional Development Seminar**
www.atanet.org/pd/legal

**Register for the ATA Energy Conference**
www.atanet.org/pd/energy

**Report Continuing Education Points**
www.atanet.org/certification/aboutcont_record_form_online.php
Passing the Buck

In the paragraph entitled “City Lost in Translation,” in the January Onionskin column, Chris Durban points out a report by the Israeli newspaper Ma'ariv (it is Maariv) that the Jerusalem municipality commissioned a poor translation from Hebrew into English, which appeared as “Jerusalem—there is no such city” instead of “Jerusalem—there is no city like it.”

Undoubtedly, some municipal employee who thought he had a perfect command of the English language felt it a waste of taxpayers’ money to hire a professional translator. Still, as Chris Durban demonstrates, one even has to be careful with professionals.

Later in the same paragraph, Ms. Durban refers to someone “passing the shekel (it is shekel)” in excusing the goof. Clearly the allusion is to the American idiom of “passing the buck”; however, the idiomatic “buck” is not a coin like the Israeli shekel. It refers to the buckhorn knife, which is often used by poker players as a marker.

Here we have another example of the American and English people being divided by a common language.

Albert A. Feldmann
Seattle, Washington

Rats, I’ve been onionskinned! Many thanks for your quick reaction and intriguing input.

Chris Durban

Certification Programs

Continuing efforts to expand interpreter certification, as described by Nataly Kelly in the January issue (“Interpreter Certification Programs in the U.S. Where Are We Headed?”), are important to improving the quality of language services in general, and deserve a corresponding pull from the user community to match the push from within professional organizations such as ATA.

Although shaped by input from interpreters, the Court Interpreters Act of 1978 and the subsequent Amendments of 1988 (18 U.S.C. §§ 1827-1828) required the user community (in this case, the director of the Administrative Office of the U.S. Courts) to define criteria for certifying interpreters qualified to interpret in federal courts. In her Court Interpreting at a Crossroads, Holly Mikkelson (Monterey Institute of International Studies) observes: “No formal training in court interpreting was offered until government entities began setting proficiency standards for interpreters in the courtroom.”

On the front lines of community interpreting, where I am now working, efforts to encourage the use of interpreters certified in English and their ethical standards will continue to suffer as long as hospital and community agency staff ask family members to act as interpreters. Glenn Flores, a professor of paediatrics at the University of Wisconsin and Boston University, has documented interpreter errors that have resulted in harm to patients. He concludes: “Because errors by ad hoc interpreters are more likely to have potential clinical consequences, third-party reimbursement for trained interpreter services should be considered for patients with limited English proficiency” (Flores G. Laws B., Mayo S., et al. “Errors in Medical Interpretation and Their Potential Clinical Consequences in Pediatric Encounters.” Pediatrics, vol. 111 [2003], 6-14).

Involving government regulation or insurance company oversight does contain risk to independence; however, it does seem to fall under using various sources of knowledge, and could certainly open funding opportunities.

As a user of language services while serving as a U.S. Army chief warrant officer (now retired) and as a private businessman, I have benefited from contact with ATA members over the years. I thank Ms. Kelly and all of you for your efforts.

Robert D. Burgener

Dealing with PDFs

I would like to share a few comments regarding the January Business Smarts column (“Working with PDFs”).

First of all, I disagree with the columnists’ reasons pertaining to why clients e-mail translators PDF files. I work in the printing industry, and nothing is done by hard copy these days. Everything is digital. All of our clients, who come from various industries, use digital files and send them to us via e-mail. Their reasons for sending us PDFs have nothing to do with their concern over protecting documents from unauthorized changes. Clients send out PDFs because they are files that will display the document correctly on any type of computer. If done correctly, the fonts will be embedded, the logos and graphics will be attached, and it will be saved as a high-resolution file. Everything that is needed for print is contained in one PDF. If the client were to give us a Word document, for example, the logos/graphics would have to be replaced with high-resolution images, and there might be font issues that would cause the text to reflow. We have spent quite a bit of time re-educating our clients about the value of sending us PDFs.

In the translation industry, sending a text file would be the most appropriate, but since many clients only have the last version of the file...
that was created (the one sent to print), a text file may not be something that they have access to.

One way to get around using optical character recognition software, which is very unreliable, would be to buy the full version of Adobe Acrobat, which will allow you to save the PDF as a Word document. There is one drawback to this feature, however, in that tables or something with many tabs may not display properly as a Word document. Such files will be saved, and a word count can be done, but the sentence structure might be jumbled. If the PDF is mainly text, saving a PDF as a Word document works well. The translator will then be able to get the word count from the Word document.

What did translators do in the “good old days” before computers and PDFs? Didn’t they receive hard copies and do a manual word count? Why has that responsibility been handed over to the project manager or to the client? If I were the translator, I would want to be the one responsible for getting the word count. After all, if the word count is given to the translator and that count is off, that means the translator could be getting cut short.

Beth Andrade
Bellwood, Illinois

First-Time Attendee

As a first-time attendee at the Annual Conference in New Orleans, I felt a bit lost at first. However, the warmth and camaraderie of my colleagues quickly changed that. What a wonderful group of people! The conference atmosphere was upbeat and the energy was contagious. New Orleans also offered great entertainment and very good restaurants.

I was also very impressed with the large turnout at the conference and with how well it was organized. Every event flowed nicely and there were plenty of activities planned for us. Nevertheless, the conference was targeted mainly to translators, with few sessions dedicated to simultaneous conference interpretation. This is why I was extremely encouraged to find a session in the program, presented by members of Professional Conference Interpreters Worldwide, devoted to educating conference interpreters about the important role they play in their daily work. They emphasized the fact that we should not underestimate the power of the skills they offer to the client. As a simultaneous conference interpreter myself, I feel we are “birds of another feather.” Our working environment is incredibly dynamic. It requires fast thinking and an excellent command of both languages. The interpreter has to have an innate ability to do this work, but also needs nerves of steel and a significant amount of training and practice. The speakers reminded us that we need to educate the client about the importance of providing interpreters with the information they need in order to ensure the success of the interpretation.

It was heartening to find a group that is trying to enlighten both simultaneous conference interpreters and clients to recognize the value of our work. After all, we do not just translate speaker’s words, we interpret their ideas.

I will definitely try to go to San Francisco this year—another great venue!

Anamaria Angulo de Thomas
Miami, Florida

Guide to ATA
Continuing Education Points
Visit www.atanet.org (click on certification)

Scam Alert Websites

www.OnGuardOnline.gov
The Federal Trade Commission’s educational site about cross-border online fraud, offering information on common scams and tips on how to avoid them.

www.tuesdayswithmantu.com
Contains information on Rich Siegel’s book, Tuesdays With Mantu: My Adventures With a Nigerian Con Artist.
Call for Nominations

The 2007 Nominating Committee is pleased to call for nominations from ATA’s membership to fill the positions of president-elect, treasurer, and secretary (each a two-year term), as well as three directors’ positions (each a three-year term). Elections will be held at the Annual Meeting of Voting Members on Thursday, November 1, in San Francisco, California. All active members of ATA are eligible to run for elected office. Please note that members of the Nominating Committee are not eligible to run for elected office. Any member may make a nomination using the form below and online (www.atanet.org/membersonly). Nominations should be submitted as early as possible so that the Nominating Committee can fully consider proposed candidates. The final deadline for nominations is May 18, 2007.

The members of the 2007 Nominating Committee are:
- Tuomas Kostiainen, chair
- Nora Favorov
- Jean Leblon
- Odile Legeay

Current directors whose terms expire in 2007:
- Nicholas Hartmann
- Dorothee Racette
- Tony Roder

2007 Nomination Form: ATA Officers and Directors

Please submit the nomination form as early as possible: the final deadline is May 18, 2007. Mail or fax the completed form to:

Tuomas Kostiainen
Chair, ATA Nominating Committee
225 Reinekers Lane, Suite 590
Alexandria, VA 22314
Fax: 703-683-6122

Thank you for submitting your nomination for ATA director. Under ATA’s bylaws, active members have the right to serve on the Board of Directors. Active members are those who have passed an ATA certification exam or who are established as having achieved professional status through an Active Membership Review (for more information on this process, visit www.atanet.org/membership/membershipreviewprocess_overview.php). Active members must be citizens or permanent residents of the U.S. Other member categories are not eligible to serve as officers or directors. However, any member may submit a nomination. On November 1, 2007, the voting members of ATA will elect a president-elect, treasurer, and secretary to serve two-year terms, as well as three directors to serve three-year terms.

If you plan to put a name forward for nomination, please contact the potential nominee first, tell them your intention, and let them know that a nomination does not guarantee a formal invitation to run for office. If a nomination is not put forward by the Nominating Committee to ATA’s Board of Directors, an individual may still petition to be added to the slate of candidates by submitting the nomination in writing along with the signatures of at least 35 voting members endorsing the nomination. The petitions must be received by the Nominating Committee not later than 30 calendar days after first publication by the Board of Directors of the names of the candidates proposed by the Nominating Committee.

All ATA officers and directors serve on a volunteer basis: please do not nominate colleagues who express serious concerns about service, or who have conflicting priorities.

Please fill out the nomination form completely with the candidate’s help, so that the Nominating Committee has up-to-date information about the candidate’s service and affiliation with ATA. Members may nominate themselves.

Person making nomination: ____________________________________________
E-mail address: ____________________________________________ Telephone: ____________________________

Nominee information

Name: ____________________________________________
Address: ____________________________________________
E-mail address: __________________________________ Telephone: ____________________________
Please check all that apply:

- full-time
- part-time
- translator
- interpreter
- in-house employee
- other (specify):

Number of years in translation/interpreting:

- 1-4
- 5-9
- 10-14
- 15-20+

Working languages and directions (e.g., German into English):

__________________________________________________________________________________

__________________________________________________________________________________

Number of years as an ATA member:

- 1-4
- 5-9
- 10-14
- 15-20+

Membership in ATA chapters, other regional groups, and/or divisions:

__________________________________________________________________________________

__________________________________________________________________________________

Volunteer service for ATA, ATA chapters, other regional groups, and/or divisions:

__________________________________________________________________________________

__________________________________________________________________________________

Other relevant service:

__________________________________________________________________________________

__________________________________________________________________________________

Please answer the following questions:

How has the candidate demonstrated commitment to the translation and interpreting professions?

__________________________________________________________________________________

__________________________________________________________________________________

What strengths would this person bring to the ATA Board of Directors?

__________________________________________________________________________________

__________________________________________________________________________________

Why did you nominate this person?

__________________________________________________________________________________

__________________________________________________________________________________

Final thoughts: What perspectives or points of view do you feel are important to have represented on the ATA Board?

__________________________________________________________________________________

__________________________________________________________________________________

Any other comments?

__________________________________________________________________________________

__________________________________________________________________________________

Thank you for being an ATA member and for your active commitment to the future of your association.
As much as many consumers hate shopping for cars, that is nothing compared with trying to price out a medical procedure or a routine visit to the doctor.

There is really no reason you should not get the best deal on a car. There are many resources available with the latest costs to buy a certain model and anything in it. You can find the price of a high-tech navigational system you are dying to have or an engine block heater, whatever that is, which by the way costs $42 (invoice) on a 2007 Buick LaCrosse.

But try finding out the cost for a knee repair or giving birth by a Caesarean section. More people probably know the whereabouts of Osama bin Laden than the average cost of their health services.

In fact, one consumer health care survey found that the typical consumer could predict the price of a Honda Accord to within $1,000, but was off by about $12,000 in estimating the average cost of a four-day hospital stay. People guessed an average of $7,762 when the cost was $20,000.

When it came to the cost of a routine doctor’s office visit, respondents guessed an average of $95, according to a survey by Harris Interactive for employee benefits provider Great-West Healthcare.

The actual average cost for a doctor’s visit? $200. For emergency room visits, respondents estimated $680. The cost was actually lower, $400.

According to the survey, more than half of those who responded did not know the cost of treatment until it was received (68%), and 11% revealed they never found out the cost.

The Push for Consumer-directed Plans

Many people fortunate enough to be covered by an employer health plan have not been paying attention to health costs because we count on our health insurance carrier to negotiate the price. We pay our annual premiums and, if required, fork over our co-payments and let the insurers deal with the rest of the bill.

But increasingly, workers are being pushed into consumer-directed health plans that are supposed to encourage people to look for lower-cost medical services. These plans often come with high deductibles, meaning that more employees will have to pay larger amounts out of pocket before benefits kick in.

More people probably know the whereabouts of Osama bin Laden than the average cost of their health services.

And this means more people will need to know what their medical services cost to determine if it is worth switching to a consumer-driven plan.

But where do you get that information? It is not like there is a handy-dandy price guide sold in bookstores. To determine what you will pay, you will have to do some research, and perhaps pay for the pricing information.

So before you decide which health plan, try the following resources:

*Humana Inc.*
*www.familyhealthbudget.com*

Humana Inc., in partnership with advocacy group Consumer Action, has created a website that...
includes a free family health budget planner. The site was developed in response to a survey by Harris Interactive that found two out of three respondents said they needed help budgeting for health care. On the site you will find a number of tools to help you choose the best health care plan and benefits. The planner takes you through a step-by-step questionnaire asking for information such as your current insurance status, how many times members of your family go to the doctor, how often prescription medicines are purchased, and how often the family visits the dentist, eye doctor, or other specialists. Once you have entered the information, you get an estimate of how much you need to set aside for health expenses for the year.

WageWorks
www.wageworks.com

WageWorks, a provider of consumer-driven, tax-advantaged spending accounts for health and dependent care, has a health care flexible spending account, or FSA calculator. An FSA lets you set aside a certain amount of money before taxes to pay for qualified medical expenses. The calculator helps you figure out if this type of account is right for you. Their own insurance. On this site you will find a large selection of health plans and the ability to compare costs.

HealthDecisions.org
www.healthdecisions.org

HealthDecisions.org will give you information on 1,300 health plans and tens of thousands of agents and brokers nationwide.

HealthGrades
www.healthgrades.com

HealthGrades is a health care ratings company based in Golden, Colorado, that sells reports on the cost of 55 medical procedures, based on regional averages of payments made by health plans. One report costs $7.95, but if you are facing a high deductible, it is worth the price to get detailed pricing information. You can also get physician reports, which include the amount individual physicians are paid by Medicare for more than 100 types of procedures and visits.

HealthGrades also offers hospital ratings of 28 procedures and diagnoses at more than 5,000 hospitals free of charge. If you know you will need to be hospitalized, for $17.95 ($2.95 for subsequent reports) you can get a more detailed hospital report that looks at the price of nearly 100 procedures.

Before you buy a report, check with your employer because HealthGrades works with 125 major corporations to provide them for free as a benefit, according to Scott Shapiro, HealthGrades vice-president for corporate communications.

Sorting It Out
There is no question that figuring out your annual medical costs and what health plan is best will not be easy. It is definitely not as easy as pricing out a fully loaded Honda Accord. But when it comes to your health care, spend at least the same amount of time calculating the costs as you do pricing out your new ride.

Michelle Singletary discusses personal finance Tuesdays on National Public Radio’s “Day to Day” program and online at www.npr.org.
ATA member Rosario Welle won ATA’s second annual School Outreach Contest with an engaging photograph of her school outreach presentation to first-graders at Florence Black Elementary School in Mesquite, Texas. To demonstrate the life-saving power of language skills, Rosario and three students dramatized a 911 call, with the children playing the roles of an injured person, an interpreter, and the dispatcher. The winning photograph shows Rosario and the children actively involved in the 911 exercise, with a fire truck and a local firefighter in the background.

“The experience was memorable,” Rosario said. “I realized that the children were unaware of the world of possibilities that a career in languages can offer. I believe that the time I spent with them had an impact on their lives.”

**Great Prop, Great Shot**

Once she decided to enter the contest, Rosario sought the advice of the Mesquite School District’s photographer, who urged her to think creatively in planning her presentation and contest entry. “He told me that the picture needed to say it all, and that I’d need a good prop to get a good picture,” she recalled, and together they hatched the idea of inviting the fire department.

In preparing for her presentation, Rosario also relied on existing materials from ATA’s School Outreach website (www.atanet.org/careers/school_outreach.php), using an elementary-level script to introduce the children to translation and...
interpreting, and then concluding with
the 911 interpreting exercise (also
available on the website), which she
carried out outdoors against the back-
drop of the fire truck.

Although Rosario’s creative use of
resources resulted in an appealing
photograph, it was equally valuable in
making a successful presentation. “As
the picture shows, the kids were won-
derful in portraying their characters,”
she said, “and the visual experience
helped the rest of the class become
engaged with the subject. They were
very excited and motivated.” For more
on getting an effective school out-
reach photograph, see “Three Steps to
a Winning Shot.”

**Tireless Volunteer**

A native of Santo Domingo,
Rosario Welle has lived in the U.S.
since 1993 and has a background in
languages and accounting. She is cur-
rently employed by the Mesquite
Independent School District as a
translator/interpreter, serving as an
interpreter for the Special-Education
and Parent Education Departments
and translating a variety of documents
for the school district, among other
duties.

Rosario joined ATA in 2001 and is
working toward New York
University’s Certificate of Translation
Studies (English→Spanish). She
hopes to earn ATA certification for
English→Spanish translation.

Rosario is an active member of her
community, serving as a member of
the Agnew Middle School Parent
Teacher Association board and volun-
teeering for the Mesquite Public
Library and other community activi-
ties. She also plans to continue her
involvement in ATA’s School
Outreach movement.

“There is an enormous need to
educate future generations,” she said.
“Many schools fail to realize that the
ability to interpret or translate repre-
sents more than saying ‘I am bilin-
gual.’ School outreach is a great way
for me to do my part to change igno-
rance into knowledge and raise the
standards and profile of our profes-
sion.”

**2007 Contest Offers Free
Conference Registration in
San Francisco**

ATA is now accepting entries for
the 2007 School Outreach Contest.
The prize is free registration to ATA’s
48th Annual Conference in San
Francisco, California, October 31-

The deadline for submissions is
July 23, 2007, and the winner will be
contacted no later than August 20,
2007. Here’s how to enter:

1. Visit the School Outreach home-
page at www.atanet.org/ata_sch
ool/index.php and click on
Presentation Resource Materials.

2. Pick the age level you like the best
and click on it.

3. Download a presentation and
deliver it at your local school or
university.

4. Get someone to take a picture of
you in the classroom.

5. Send your picture electronically to
ATA’s Public Relations Committee
at pr@atanet.org using the subject

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**Three Steps to a Winning Shot**

1. Make sure the photo shows clearly that you are talking about translation and/or
   interpreting. This could include words behind you on a whiteboard, chalkboard, or flip chart; an interesting prop; or
classroom decorations such as flags, foreign vocabulary, or maps. Visual impact not only improves the
quality of your photograph, but makes your presentation more interesting and engaging.

2. Include yourself and one or more students in the photo if you can. If the school’s confiden-
tiality policy prohibits showing children’s faces in the photo, try a shot that shows them from the
back. Do not hesitate to ask the teacher to take the photograph for you, or ask if the school newspa-
per or yearbook is interested in photographing your presentation. You can also invite a col-
league, family member, or friend to come along and take pictures.

3. Aim for a photo that is clear enough for effective reproduction in The ATA Chronicle and promo-
tional materials. Ideally it should be visually pleasing as well, although we are willing to do some crop-
ing and enhancing if the content is good. For a few basics on photography and composition, visit

The ideal photograph would combine all three elements to create a picture that captures the fun of translation and
interpreting, your passion for the profession, and the interest and engagement of your audience. Beginning in late
March, a gallery of school outreach photographs will be on display at www.atanet.org/ata_school. Click on Third
Annual School Outreach Contest and then Gallery.
line “School Outreach Contest,” or mail your entry to 225 Reinekers Lane, Suite 590, Alexandria, VA 22314. Please include your name and contact information, the date, the school’s name and location, and a brief description of the class.

You may submit multiple entries, and any member of ATA or of any ATA-affiliated organization is eligible to enter. For more information, contact Lillian Clementi at lillian@lingualegal.com.

**And Even if You Don’t Win...**

...you can earn continuing education (CE) points for the time you spend in the classroom. Each hour of presentation time earns two Category B CE points, subject to a maximum of four points in each three-year reporting period. Two or more school outreach presentations of less than 60 minutes may be combined to reach the one-hour mark, and no advance approval is required. Visit www.atanet.org/ata_school/ce_points_form.php to get additional information on CE points for school outreach and to download a CE form designed specifically to document CE points for school outreach.

School Outreach organizer Lillian Clementi presents Rosario Welle with the prize in ATA’s second annual School Outreach Contest.

Looking for the right word?

We offer language tools and electronic dictionaries in 11 different languages.

**From amateurs to language professionals**

The WordFinder Dictionary System gives you access to more than 100 different dictionaries in 11 different languages. Just one mouse click gives you ideas for translations, phrases and synonyms that can be easily pasted into your document. We can also provide you with grammar and style check software for English content.

Whether you use a PC or Mac, Internet or Pocket PC, we will gladly find a solution that best meets your company’s requirements.

Please contact us for more information by phoning +46 470 70 00 00 or emailing info@wordfinder.com

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**Tie food**

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The definitions of translation are varied and numerous. There is general consensus among members of the language services field that translation entails the process of converting written words from one language to another while retaining the original intended meaning. When defining translation, the focus tends to be on linguistic elements; however, it has long been known that meaning is closely tied to and/or grounded in culture.

Culture normally refers to patterns of human behavior, as well as to the symbols and structures that give meaning to those behaviors. The fields of sociology, cultural anthropology, and cultural studies are rich in attempts to define culture. In basic terms, culture can be defined as simply “a way of life.” Further complicating the matter is the notion of “high culture” and “low culture.” The former is often used to refer to elite groups, while the latter is often used to refer to the masses. For the purposes of this article, the definition of culture “as a way of life” will be used.

To those interested in analyzing the intersection of translation and culture, numerous publications are available. Drawing largely on linguistic theory, numerous academics from within the field of translation theory have stressed that culture must be taken into consideration in the translation process, arguing that it is essential to understand the context and meaning of source-language concepts in order to render them accurately in the target language.

This is especially true in the field of literary translation. For example, Michael Herzfield writes that literary translation is a device of art used to release the text from its “dependence on prior cultural knowledge.” This enables readers from other cultures to understand the meaning without necessarily having the cultural knowledge implicit in the source text.

Another important contribution to the field, Sociocultural Aspects of Translating and Interpreting, explores connections between the fields of translation studies, cultural studies, and sociology in a range of settings in which interpreters and translators actively work.2

While the content of this article focuses primarily on the role of culture in translation, it is important to point out that much of the theory on this subject indicates that both interpreters and translators have roles as cultural mediators. For example, when describing intercultural mediation in community interpreting and translation in Spain, the definitions of translation are varied and numerous. There is general consensus among members of the language services field that translation entails the process of converting written words from one language to another while retaining the original intended meaning. When defining translation, the focus tends to be on linguistic elements; however, it has long been known that meaning is closely tied to and/or grounded in culture.

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Dora Sales Salvador points out that, "...the cultural-linguistic mediator not only takes on the role of interpreter-translator, but is something more than this, and must be capable of translating not just the words, but the cultural details that are implicit in all communicative interactions." This idea is reinforced by the findings and recommendations of another researcher, Claudia Angelelli.

The translation industry is often informed by academia; however, it sometimes takes a slightly divergent path. Currently, localization is the term of choice in the industry for conveying that culture is taken into account when material from one language is adapted for use in another. The definition provided by the Localization Standards Industry Association (LISA) states the following: "Localization involves taking a product and making it linguistically and culturally appropriate to the target locale (country/region and language) where it will be used and sold." [emphasis ours]

A less widely known term has also emerged recently in response to the need to recognize culture’s role in the process of converting materials into other languages. While not yet granted official status as a word by most dictionaries, “transcreation” (developing materials that are culturally relevant) is a term that is gaining in popularity. While this concept may seem novel to laypersons from outside the translation industry, “transcreation” is unlikely to be seen as innovative within academic fields or among professional practitioners, especially those involved with translating literature and advertising. These individuals have long been acquainted with the practice of incorporating cultural elements throughout the translation process. Until more information emerges about how “transcreation” is defined, it remains unclear how it differs from localization, or from translation as practiced throughout history in various fields.

In the discussion that follows, we will use the term “translation” in its broadest and most all-encompassing sense, inclusive of cultural elements and not limited to simple linguistic transfer. We will also argue that culture is an essential part of each step of the translation process to ensure quality control.

**Model Quality Process**

In order to understand the role of culture in quality assurance for translation, it is important to provide a model process. Figure A offers a visual representation of the translation process used by NetworkOmni Multilingual Communications, a provider of translation services. The process was developed and informed by more than two decades’ worth of experience in the translation industry, and was shaped by international standards and best practices in the fields of translation and localization. In the sections that follow, each step of the process will be discussed in more depth.

**Step 1:** This is when the original source document is selected. Clients are advised to “write for translation,” which means following a set of culturally sensitive guidelines that will facilitate the transfer of meaning. These guidelines include formatting concepts, such as:

- Leaving ample white space to allow for target-language expansion in the final print version;
- Optimizing graphics text length for target-language expansion;
- Creating flexible templates and macros to allow for syntax and print format transfer; and
- Limiting the number of fonts and styles used, as well as maintaining their consistency throughout.

Other guidelines are content-related and include:

- Choosing culturally appropriate graphics;
- Providing absolute final versions of the source documents;
- Commissioning terminology management work to ensure a complete understanding of all terms in the context, as well as adequately researching and producing target-language equivalents;
- Avoiding slang, cultural and linguistic figures of speech, with
the exception of literary and advertising texts (see references to “transcreation” elsewhere in this article);

- Avoiding cultural and gender biases;

- Keeping acronyms to a minimum and spelling them out the first time they appear in the source text; and

- Authoring texts with an international audience in mind (constantly asking whether a reader in a particular culture will understand a specific concept once it is translated).

Step 2: All materials are reviewed during this stage. The elements listed in Step 1 are checked in the source materials received for translation. A deep-level cultural and linguistic analysis is conducted and a report is sent to the clients with the results. Cultural and linguistic analysis for translation includes:

- Identifying the target audience(s);

- Identifying the subject matter and any knowledge subsets (so that translators with the right skills and knowledge may be assigned the translation);

- Identifying text that should not be translated (e.g., brands, acronyms without published equivalents);

- Identifying text that will very likely require adaptation in the target language; and

- Identifying concepts that may be inappropriate in the target culture, or that may not translate well because the concept may not exist in that culture.
Step 3: Once the client/content author has responded to the cultural analysis report (by modifying the source text and formatting or deleting portions of it) and all questions regarding a specific project have been answered, a quotation is issued detailing the scope of the project. The intent is to anticipate any cost items related not just to translation, but to transcreation and reformatting the target materials.

Steps 4-5: At this point, a team of professional linguists is selected based on the analysis conducted in Step 2. Terminology management, style guidelines, and existing tools (e.g., translation memories) are incorporated into producing a translated, edited, and proofread target-language version of the material received. Culture is accounted for throughout the production and inherent quality assurance process. The linguists adapt any text as necessary and point out, via a query form, any linguistic and/or cultural issues that they feel should be included in the cultural analysis and that may require action from the source text author or client.

Step 6: The translated, edited, and proofread target materials are sent to a target audience reviewer (a target-language speaking end-user, subject matter expert, or internal reviewer designated by the client) to ensure that the final translated content is appropriate for its intended audience and conveys the original message of the source language.

Step 7: The project’s lead linguist (typically the editor) reviews any changes made by the target audience reviewer for validation to see if these changes meet quality standards and do not effectively change the original content. The validation results are sent back to the client for a final decision on the recommended actions.

Steps 8-10: The final materials are formatted as applicable for the target languages. Graphic elements are once again reviewed for cultural appropriateness, and, in some cases, graphic sizes are optimized for web publishing. A proofreader performs a final quality assurance check, which includes a check for completeness and integrity (e.g., proper hyphenation). Any corrections to formatting are made, and the localized materials are prepared for delivery.

Step 11: During the final step, depending on the scope of a project, a post-production analysis is conducted to prepare for a future project and/or the next set of project-related translations.

Now that we have outlined a model process, we can analyze the role of culture during each step in the process. Figure B shows how culture is accounted for in each step.

When Culture is Not Taken into Account: Decreased Quality

Communication at its most basic level involves both sending and receiving a message. Translation and interpreting are enormously complex tasks in that they require the translator or interpreter to ensure that the message is both sent and received in the way that was intended. The problem with this, of course, is that the translator/interpreter is a human being and brings into the equation his or her own perception of the message being conveyed.

All individuals who are highly experienced in the profession of translation have seen (or performed) translations in which the clarity, flow, and grammar of the translation was superior to that of the source document. Likewise, many of us are familiar with interpreters who have a tremendous ability to parse complex source-language phrases in order to make them easier to understand in the target language. While this outcome is often desirable from the client’s perspective, the original message still had to be modified to achieve clarity. For this reason, an interpreter or translator can never be truly “invisible,” as he or she will always have an impact on the way the message is delivered.

The “visibility” of the translator has been documented and described by various academics, including Jiang Tianmin, a researcher from the Sichuan International Studies University. Tianmin writes, “Translation as a product communicates more and at the same time less than the source text intended to.”

In stark contrast to the impact of influencing the message by “cleaning up” the language, as describe above, or conveying “more than the source...
text intended to,” as described by Tianmin, most editors of translations are extremely familiar with the result of a translator who fails to consider cultural elements. When culture is not taken into account, the final translation is less likely to convey the original intended meaning and, as a result, is less likely to be understood by the target audience. Such translations are often rendered with such a degree of cultural inaccuracy that the end result proves to be entirely inappropriate for the target audience, in spite of the fact that, linguistically, the translation may be perfectly accurate and complete. Accuracy and completeness are the two most important tenets of translation quality.

Perhaps the best way to make the strongest argument for why culture should be considered throughout the translation process is to analyze what happens when translation is treated as “linguistic transfer” exclusively and culture is removed from the equation. The examples in the boxes on page 26 provide insight into why simple linguistic transfer is insufficient for a high-quality translation.

**Case Studies in Culturally Appropriate Translation**

Large companies with an international consumer base have a major interest in ensuring that the messages they send to target audiences (potential customers) are rendered in a culturally appropriate manner. Otherwise, the expense of a multimillion-dollar advertising campaign could be in vain. The following are examples of two companies that benefited from a culturally capable translation process for international advertising campaigns, in which an in-depth understanding of the target culture was essential.

**Study 1: Major Telecommunications Company:** One of the world’s largest telecommunications companies created an advertising campaign based on multiple personae to whom several very diverse target audiences, English- and/or language-speaking, could easily relate. To this end, materials already developed in English, with end-user intellectual as well as
NetworkOmni Culturally CAPABLESM:
A Mnemonic for Developing Culturally Capable Materials

You can pose these questions to focus group members to ensure that the materials you are testing are culturally competent and appropriate for the audiences you are trying to reach.

Colors

Certain colors may convey different meanings for different groups, religions, cultures, and communities.
1. Do the colors in the document have any cultural significance (positive or negative) for you or members of your community?
2. Do you feel that the colors in this document should be changed?

Art

Certain images may or may not be appropriate for the target audience. Ideally, images should be used that are reflective of the readers.
3. Are the pictures and artwork representative of the community served?
4. What message does this art/picture/logo convey to you?

Paper

Some groups may have a hard time reading information on certain colors and holding certain paper types. Some paper sizes and binding formats are also more or less common for specific groups.
5. Is the paper easy to handle/read?
6. Is the paper size appropriate for your community?

Access

Materials should be placed in locations that can be easily accessed, and at physical distribution points and height placement that will enable easy access for all members of a community.
7. Where should we place these materials for ease of access?
8. Should we make these materials available electronically, and if so, what is the best way to distribute them?

Buy-In

It may be helpful to have multiple members of the community review the materials to create buy-in and awareness. If the reviewers grant permission to be acknowledged on a final version of the material that has been reviewed by them, their status within the community may in turn increase the level of buy-in from the community at large.
9. Would other individuals/organizations be willing to review the materials?
10. May we print an acknowledgement directly on the final version of the material to enable other individuals from your community to see that you have supported us?

Language

Words should be easy to read and understand, and the content should be written in a way that is most appropriate for the target community.
11. Are the words easy to read, in a font size that the majority of readers will be able to read?
12. Is the content easy to understand, appropriate for the community being served, and written at a reading level that will be understood by the majority of readers?

Evaluation

To make a final assessment regarding materials, it is important to understand the impact of the changes proposed by the reviewers.
13. What would be the consequences of the material being distributed “as is?”
14. Would you be willing to evaluate the material again after changes have been implemented?
cultural diversity in mind, were submitted for cultural analysis, terminology extraction, management (including multi-language glossaries), and style guide creation prior to translation. Once final decisions were made regarding the appropriateness and effectiveness of the source messages, translation and adaptation for several specific locales were performed following the production/quality assurance steps outlined earlier in this article. The result was a successful linguistically and culturally appropriate global campaign with a regional focus.

Study 2: Major Cosmetics Company:
The team in charge of creating the labels and all packaging messages for this company’s products took great pride in painstakingly writing, after thorough market research and many review cycles, a message that set them apart from other, better known brands. Maintaining brand identity was obviously the deepest concern for the creative team.

After an unsuccessful round of translations by a different vendor, where no pre-translation cultural analysis or preparations were made, the company asked us to translate these materials from scratch and to ensure that their brand identity was preserved and equally distinctive in any language. Part of the cultural analysis process involved an interview with a representative from the creative team to get an understanding of his expectations and to hear firsthand the intent of the message. Was there an underlying meaning in the source content that the client wanted transferred to the target languages? Was transcreation necessary in some instances? We found the answers to these and other important questions before the translation was commissioned to expert translators who were also creative writers.

In the end, much of the labels and packaging needed to be written directly in the target language, as no translation could possibly carry the meaning the creative team intended and at the same time achieve the results expected with the consumers in other cultures and languages.

The Role of the Client: A Collaborative Approach

Perhaps one of the greatest chal-
lenges is helping the customer understand the role and importance of culture in translation and having them act as a key partner in the process. For this reason, our company, with the support of its cultural competence training division, created a mnemonic device in order to help its customers participate in a process to ensure culturally capable translation. The tool serves both to educate clients on the importance of culture and to place a focus on the development of culturally capable materials (see page 25).

Summary

The concept of taking culture into account throughout the translation process has a long tradition and history, especially in the fields of literary and advertising translation. Yet, this essential component of communication between two groups or two individuals is often overlooked by practitioners of translations, largely due to the complexity involved in managing a comprehensive process in which it is possible for cultural elements to be factored in at every step. However, it is essential to develop a methodical process, like the one discussed in this article, of factoring in such elements into the translation. Such a process is only possible if the culture of the organization that provides the translation services embodies the underlying philosophy and approach to quality control that are required to facilitate its proper execution. Only then will it be possible to develop, implement, and follow processes that enable translation of the highest possible quality.

Notes


Original: “...es que el mediador lingüístico-cultural no sólo ejerce el papel de traductor-intérprete, sino que es algo más, tiene que ser una persona capaz de traducir tanto las palabras como las especificidades culturales implicadas en toda interacción comunicativa.” [Translation provided by the authors.]

4. Ibid.

Original: “...quien media necesita poseer una formación (continua) en cuanto a aspectos culturales de los grupos con los que trabaja, documentándose de forma contrastada y especializada.” [Translation provided by the authors.]

5. Angelelli, Claudia V. “Healthcare Interpreting Education: Are We Putting the Cart Before the Horse?” The ATA Chronicle (November/December 2005), 33.

6. LISA (www.lisa.org) provides professional support for the development of enterprise globalization guidelines, best practices, and business standards.


8. NetworkOmni Culturally CAPABLE is a registered service mark of NetworkOmni Multilingual Communications, and is used here with permission.
Electronic Organization for Translators

By Bruce D. Popp

In a paper environment, much has been said about the benefits of keeping a clean desk. I am definitely in the messy desk camp, although I am far from an extreme case. To illustrate the difficulties of paper organization, allow me to introduce you to the offices of two people I met in previous careers who had significant accumulations of paper.

Bob had a relatively large office. In the middle of the office was a large table. The top of the table and the floor underneath it were each covered with neatly stacked piles of paper a couple of feet high. His desk was similar, but the piles were less neat and not as high. The piles on the desk reflected work that he had in progress and tended to be fairly fluid, which largely reflects my style of desktop organization. The piles on and under the table were reprints and copies of journal articles organized by subject and publication date. The disorder was much more apparent than real, but there was still a fundamental problem. For example, when discussing a particular numerical method I was trying to use, Bob said he had a copy of a paper that had used a similar method. However, after spending considerable time flipping through the piles, Bob gave up the search because...
the papers were organized by the subject covered and not by the particular techniques discussed in them.

Some years later, I met Dave briefly. While talking with a colleague, it was decided that I definitely needed an Erlang table. My colleague suggested that I stop by Dave’s office, since he would certainly have a copy of the table. When I stopped by Dave’s office, there was paper everywhere: on the desk, shelves, table, computer terminal, and extra chair. Dave agreed that he did have an Erlang table and, to my surprise, was able to find it quickly.

The challenges of organizing paper are visually more memorable than electronic organization, but the challenges and benefits are just as real. The original idea for this article comes from a discussion I had with a couple of other translators after a meeting of the New England Translators Association (NETA). They were using Microsoft Outlook to read their mail and commented that the volume of mail on the NETA list, an ATA division list they subscribed to, and a couple of other lists filled up their inbox so fast that it had become difficult to quickly spot mail from clients inquiring about their availability for new projects.

The following will describe some of the techniques I have developed using mail filter rules in Outlook to deal with this clutter. Before I can do that, however, I need to discuss a strategy for having a place to put everything and a way, also using Outlook, for tying everything together. These techniques were developed gradually over the years to deal with the practical issues of electronic organization. I am not recommending that you immediately drop everything and set up your electronic organization system exactly as I describe here. Instead, I suggest you start (and start now) with a few simple things—using directories to organize your work by projects, filtering mailings from lists that you subscribe to into separate folders, and maintaining a project index—and then make adjustments and additions that suit you.

A Place for Everything and Everything in Its Place

Currently, I use Windows XP and all my files are organized into file folders (directories) under My Documents. I have a directory for forms that has a filled-in W-9, another directory for marketing material with a current copy of my résumé and a cover letter, and another for reference material that includes glossaries, templates, and subdirectories for certain specialties. Most importantly, I have a couple of folders for project directories, many of which contain subdirectories. Figure 1 gives you a view of a portion of a Windows Explorer screen showing my directories. You can see that each translation project I work on is assigned a number and a corresponding directory.

There are people I know who put all their translation work into a single directory or use one directory per client. Putting everything in one directory would not work for me, but Dave was able to find that Erlang table. I can see some advantages to having directories based on individual clients, but a directory corresponding to a good client who sent many projects over the years could get very cluttered. I prefer to use my index to identify all the projects associated with a particular client, and keep the project files themselves in separate directories.

Although the choice of folders is different, I do conceptually the same thing in Microsoft Outlook. (If you use some other program for your electronic mail, it is very likely that you can still set up folders for your mail.) Figure 2 shows an...
example of some of my mail folders.

In Figure 2, listeFLD only has messages sent to the mailing list of ATA’s French Language Division, but several different lists get consolidated into the single Job Notice mail folder. The blue numbers in parentheses correspond to unread messages. Messages that end up in the inbox after the filtering rules are applied are worthy of my attention and get read. In the other folders, I am much more selective about what I read. I can skip over notices of Spanish into English jobs, inquiries about French cosmetic terms, and discussions concerning German patentese without worrying about missing an inquiry about my availability for translating a telecom patent from French into English.

I suggest that you take your copy of The ATA Chronicle over to your computer right now, bring up Outlook, and create folders for the different lists and groups you subscribe to. Here’s how:

1. Right-click on the Personal Folder (the parent of your inbox folder).
2. On the context menu that pops up, select “New folder....”
3. Type in an appropriate name for the new folder.

**Getting Mail Messages into the Right Folders**

Creating the right mail folders is an essential first step toward effective organization. Once you have these folders, it is possible to move, drag and drop messages from the inbox to the correct folder. I individually move messages related to online orders (e.g., books, software) into the Orders folder. Automatically moving messages into the right folder is the next step. I do this using the rules in
Microsoft Outlook, but other mail reading programs also offer rules for sorting mail. In talking about this with colleagues, it appears that they encounter two main problems: 1) there are several entry points for creating and managing rules; and 2) there are a lot of details that can go into the rules that can make creating a rule confusing.

Let me start with a simple example using an existing message to create a rule based on that message. All messages that go through a Yahoo! Group list have the name of the list, in square brackets, inserted in the subject line. This makes an excellent target for a rule. Here's how you can create one:

1. Start by selecting one of these messages (without opening it).
2. Right-click on it and select “Create rule...” from the context menu (see Figure 3a).
3. A simplified rule creation window that is partially prepopulated from this message will pop up (see Figure 3b). (If you are interested, clicking on “Advanced Options...” in the lower right corner will bring you to a window with access to all the details of what a rule can do.)
4. The text in blue indicates the three important points of mail filtering rules: the rule is applied to mail you receive when you receive it (although there are also ways to manually apply a rule to messages that are already in a selected folder). The rule checks whether the message meets the selected conditions. If the conditions are met, then certain actions are taken. There are many more possible conditions and actions than are shown in this window. Figure 3c shows a possible choice of conditions and actions.
5. Click the OK button to create the rule. In the subsequent pop-up window, Outlook confirms that the rule was created and offers an opportunity to run the rule on the messages in the current mail folder. Since you have already created the folders, this would be a good opportunity to run the rule on the messages in the current mail folder.

More Advanced Techniques Using Mail Rules

The rules you just created will probably take care of 80% of the clutter that gets deposited in your inbox. Variations on the technique to create these rules can be used to do other useful things.

Like me, you probably have a few select clients that you particularly like working with. Do you want to make sure you know when you have received a message from them? Here’s how:

1. In your inbox, find a message from a preferred client, select it, right-click, and choose “Create rule...,” just like in the example in Figures 3a and 3b.
2. This time choose some different options as shown in Figure 4. (Figure 4 is similar to Figure 3c, but now the “From” box is checked instead of the “Subject” box, and “Play” instead of “Move.”) I used Browse to select the sound file.
3. Click OK to create this rule.

Now each time you get a message from this client you will hear a distinctive sound that can even be heard from the next room.

Now let me show you how to get to the deep end of the pool quickly. If you do not think you are ready for this, you can skip directly to the beginning of the next section.

1. Go to the mail reading view in Microsoft Outlook.
2. On the menu bar, click on Tools and choose the “Rules and Alerts... menu item.”

This causes the full Rules and Alerts handling window shown in Figure 5 to pop up (a.k.a., the deep end of the pool).

The rule that I have selected for display here is a generalization of the rule created in Figure 4. By clicking on the list following “From,” it
is possible to add addresses from the Outlook address book.

In Figure 5, the two rules on the list with “Out of office” in the rule name are not active, since there is no checkmark in the box next to them. When the rules are activated they use a form to send a reply to the sender asking them to call my cell phone number. That seems to be about the deepest spot in the swimming pool.

Now, One Index to Bind Them All

Once you have all your projects in their own folders, you still need to be able to find what you are looking for. If you have a fairly distinctive keyword, like “Erlang table,” you may be able to find what you want with the Windows search tool or an add-on tool like Google Desktop Search. This may be slow, especially with a less distinctive keyword where you need to review possible matches that are not quite right. Other searches (for example, all patent translations for a specific customer) may be impossible this way.

My solution is to make an index entry for each new project. I use a unique project number (technically a sequence number) to connect everything together. This project number is used in the directory name (see Figure 1, page 29). My index is kept in three parts, and the project number is used in each part and pulls everything together.

One part is for accounting (you are likely doing this already). Each project number corresponds to a Job ID (with “10” prepended; see Figure 6) in the accounting software I use. When I generate an invoice, each line is associated with a specific Job ID. Although this detail is not reported on the printed invoice I send to the customer, it is still available for reports and other functions.

The second part is an Excel spread-
sheet that I maintain with extensive metrics. The first column contains the familiar project number and a hyperlink to the actual directory. The second column contains the customer name. There is a variety of information concerning word counts, time worked, effective hourly rate, and similar information in the subsequent columns. It is possible to filter the Excel spreadsheet by the customer name column and only look at the information for one specific customer.

The third part relates to time management, which takes us back to Microsoft Outlook. I only start work on a project based on a firm commitment. This commitment takes one of three forms: a purchase order (this might be in the body of an e-mail or a file attached to an e-mail message); an e-mail message that says the right things; or cash in hand. Therefore, the vast majority of my work begins with an e-mail message. If the purchase order is in an attachment to the e-mail message, I save a copy of the attachment in the corresponding project directory. If there is not an attachment, I save a copy of the message itself in the project directory. Then I use the e-mail message to create a task in Microsoft Outlook. Here’s how:

1. Right-click on the e-mail message.
2. Drag it to the icon of a clipboard with a red checkmark and release the mouse.
3. Choose “Copy Here as Task with Attachment” after the context menu pops up (as shown in Figure 7).

The newly created task opens up and I fill in various information, including the project number and the due date (see Figure 8). The subject is prepopulated with the subject of the e-mail, but I add the project number at the beginning of the subject. I also set the due date to the negotiated due date, and set various categories according to the nature of the project.

Figure 7: Creating a Task in Microsoft Outlook

Creating the right mail folders is an essential first step toward effective organization.
ularly busy with multiple projects and wanted to know exactly when I would need to do all the work to meet the deadlines. The technique is similar:

1. Right-click on the task.
2. Drag it and drop it into the Calendar.
3. Select “Copy Here as Appointment with Attachment.”

Most of the information for the appointment will be copied from the task, but you will want to verify the “Start time” and “End time.” You will need to repeat these steps for each task, and you will want to be sure to schedule as much time as you estimate it will take to complete the tasks.

**Using Your Time Effectively**

As an independent translator, using your time effectively is important to your income and your sanity. Frantically searching for the file you know should be “around here somewhere” that needs to be sent to the client right away, or scanning through your inbox for that message with the purchase order you know you received some time last week is stressful and no one’s idea of fun. It consumes time that could be used for translating or doing any of the other things you do for fun. Try some of the suggestions from this article to see whether they help you, or use the suggestions to find your own strategy for electronic organization.

**Useful Links**

- **Google Desktop Search**
  http://desktop.google.com
- **Microsoft Office Online**
  http://office.microsoft.com

---

**Figure 8: The Task Window**

![Task Window](image)
As indicated in the title, this installment will focus on online resources in various business-related subjects: accounting, advertising and marketing, banking and finance, economics, investments, real estate, shipping, and taxes. Although there are undoubtedly many resources in all major languages, the websites listed here primarily involve English and Spanish. I will start with a few sites that deal with general business topics. Please note that certain websites are listed in more than one category.

**GENERAL BUSINESS TOPICS (ENGLISH)**

**AllBusiness**  
[www.allbusiness.com/glossary/glossary.asp](http://www.allbusiness.com/glossary/glossary.asp)  
Allows you to do a simple alphabetical search by clicking on the designated letter you wish to search under.

**International Market Research Reports**  
[www.internationalbusinessstrategies.com](http://www.internationalbusinessstrategies.com)  
Offers current international market research reports on more than 130 topics from more than 75 countries. Reports include market size information, market access strategies, market share, export and import information, market analysis, market trends, competition, domestic production, best sales prospects, statistical data, tariffs, regulations, distribution and business practices, end-user analysis, trade shows, and contact points.

**The Washington Post Business from A to Z**  

**GENERAL BUSINESS TOPICS (SPANISH)**

**Gerencia y Negocios en Hispanoamérica**  

**LegisComex**  

**GENERAL BUSINESS TOPICS (BILINGUAL)**

**Glosario Económico**  
[www.usergioarboleda.edu.co/observatorio_economico/GLOSARIO/A.htm](http://www.usergioarboleda.edu.co/observatorio_economico/GLOSARIO/A.htm)

**GENERAL BUSINESS TOPICS (TRILINGUAL)**

**Glosario de Términos financieros y de negocios**  
[www.intracen.org/tfs/docs/glossary/as.htm](http://www.intracen.org/tfs/docs/glossary/as.htm)

**ACCOUNTING (ENGLISH)**

**FindLaw for Small Businesses**  
A glossary of taxation and accounting terms.

**New York Society of Certified Public Accountants**  
[www.nysscpa.org/prof_library/guide.htm](http://www.nysscpa.org/prof_library/guide.htm)  
Developed as an educational tool for journalists who report on and interpret financial information.

**Principles of Accounting**  
[www.principlesofaccounting.com](http://www.principlesofaccounting.com)  
This free online textbook provides complete coverage of material found in most college-level financial accounting courses and managerial accounting courses. In addition to the text, the book includes a number of interactive components to aid your learning process. Most components are cross-linked for easy navigation.

**Small Business Taxes and Management (A-M)**  
[www.smbiz.com/sbg001.html](http://www.smbiz.com/sbg001.html)

**Small Business Taxes and Management (N-Z)**  
[www.smbiz.com/sbg002.html](http://www.smbiz.com/sbg002.html)

**VentureLine**  
Contains information on ratio analysis and industry analysis tools; professional business valuation; financial statement analysis (private); financial statement analysis (public); financial analysis versus industry analysis; and industry analysis by MBA. You can also download a PDF version of the *Venture Line Accounting Glossary* for $16.95.

**ACCOUNTING (SPANISH)**

**Catálogo de Términos Contables**  
[www.eumed.net/cursecon/dic/ctc/index.htm](http://www.eumed.net/cursecon/dic/ctc/index.htm)

**Consultor Electrónico del Contador y el Auditor**  
[www.cubaindustria.cu/Contador/Online/Glosario/Glosario_Indice.htm#A](http://www.cubaindustria.cu/Contador/Online/Glosario/Glosario_Indice.htm#A)  
This site contains very extensive definitions of many terms, but access is extremely slow.
Glossary Mining: Down to Business Continued

Contabilidad.tk
Centro de Estudios Financieros
www.contabilidad.tk
This site also contains a complete online textbook, which is very well written and detailed.

**ACCOUNTING (BILINGUAL)**

**Diccionario Inglés-Español de Términos Contables**
www.spanish-translator-services.com/diccionarios/contable-ingles-espanol/index.htm

**Spanish into English Dictionary of Accounting Terms**
www.spanish-translator-services.com/dictionaries/accounting-spanish-english

**Spanish into English Glossary of Managerial Accounting**
www.mhhe.com/business/accounting/garrison/Student/olc/garrison9emgr acct_s/chapterindex22.htm

**Glosario de Contabilidad**
http://baseportal.com/baseportal/glosario/main
Contains Puerto Rican terminology.

**FINANCE (ENGLISH)**
Finance, including banking and investments, is another subject with extensive online resources. Here is just a small sampling of what’s out there in cyberspace.

**Bankrate’s Financial Glossary**
www.bankrate.com/brm/definitions.asp?channelId=23

**Baruch College (City University of New York)**
**Guide to Financial Statements**
www.baruch.cuny.edu/tutorials/statements

**Bloomberg Financial Glossary**
www.bloomberg.com/invest/glossary/bfglosa.htm

**Federal Reserve Bank of Minneapolis**
http://minneapolisfed.org/glossary.cfm

**Federal Reserve Bank of San Francisco**
www.frbsf.org/tools/glossary/glossReg.html
This site also covers economics.

**Forbes Financial Glossary**

**Global Investor Glossary**

**Investor Dictionary.com**
www.investordictionary.com/dictionary/terms/a.aspx

**Investopedia**
www.investopedia.com/dictionary

**Special Investor Financial Dictionary**
www.specialinvestor.com/dictionary/a.html

**U.S. Securities and Exchange Commission**
**Beginner’s Guide to Financial Statements**
www.sec.gov/investor/pubs/beginstmtguide.htm

**FINANCE (SPANISH)**

**Bolsar Diccionario bursátil**

**Diccionario Español-Inglés de Términos Financieros**
www.spanish-translator-services.com/espanol/diccionarios/finanzas-espanol-ingles/a/index.htm

**Finanzas.com**
www.finanzas.com/glosario/buscador.asp?l=A&id=0

**Futuros Trading, LLC.**
www.futuros.com/glosario.html

**Glosario de Mercados Financieros**
www.eumed.net/cursecon/dic/glosario_de_mercados_financieros.htm

**Glosario Básicos de Seguridad y Crédito**

**Glosario de términos económicos y financieros**
http://training.itcilo.it/actrav/finance/hedderwick/glos.htm

**FINANCE (BILINGUAL)**

**Diccionario Básico Tributario Contable**
www.eumed.net/cursecon/dic/dbtc/index.htm

**Diccionario de economía y finanzas**
www.eumed.net/cursecon/dic/dic-cs.htm

**Mercado Mexicano de Derivados**
Contains terminology of stock market derivatives.

**Glosario Básicos de Seguridad y Crédito**

**Glosario básico de periodismo**

**Glosario básico de inversión**

**Glosario básico de negocios**

**Glosario básico de economía**

**Glosario de términos económicos y financieros**
http://training.itcilo.it/actrav/finance/hedderwick/glos.htm
Spanish into English Dictionary of Finance
www.spanish-translator-services.com/dictionaries/finance-spanish-english/a/index.htm

The Center Online
Una Guía para la Terminología del Mercado de Futuros y Opciones
www.thectr.com/glossary/spanish.htm
A good site for stock market terminology.

ECONOMICS (ENGLISH)
Economics is another well-represented subject on the web, as evidenced by the following sites:

About:Economics

English Glossary/Castellano de Términos Publicitarios y de Marketing
www.fcom-udep.net/gloster.html

Glosario de Términos de Comercio Exterior (English version)

Houghton Mifflin Economics

Peter Meyer’s Glossary of Economic Terms
http://econterms.com/econtent.html

Political Economy Terms Glossary
www.auburn.edu/~johnspm/gloss

ECONOMICS (SPANISH)
Contabilidad.tk
www.contabilidad.tk
Despite this site’s URL, it actually deals with macroeconomics rather than accounting.

Edición Impresa

Glosario de términos económicos y financieros
http://training.itcilo.it/actrav/finance/hedderwick/glos.htm

Glosarium.com
Glosario de Economía Mexicana
www.glosarium.com/list/12/l_A_xhtml

Vocabulario de la Economía
www.eumed.net/cursoen/dic/jph/index.htm
This site contains very detailed definitions and explanations.

TAXES (ENGLISH)
Another popular topic is taxes, and there are quite a number of sites on this subject. Here are just a few of them.

CompleteTax
www.completetax.com/taxguide/glossary/glossary.asp

H&R Block
www.hrblock.com/taxes/fast_facts/glossary/tax_glossary.jsp

Tax Gaga.com
www.taxgaga.com/pages/c-taxresources/dir-glossary.html

Yahoo! Finance
http://finance.yahoo.com/taxes/glossary/a

TAXES (SPANISH)
Dirección General de Impuestos Internos
www.dgii.gov.do/legislacion/glosariotrib.html

Impuestum.com
www.impuestum.com/glosario

Diccionario Básico Tributario Contable
www.sii.cl/diccionario_tributario/dicc_a.htm

TAXES (BILINGUAL)
Ministerio de Economía y Finanzas, Lima – Perú
Tribunal Fiscal
http://tribunal.mef.gob.pe/glosariotributos.htm

REAL ESTATE (ENGLISH)
There are also a few sites that deal with real estate terminology, such as the following ones:

Atrea Glossary of Real Estate Terms

REAL ESTATE (SPANISH)
Rogue Investor
www.rogueinvestor.com/Spanish

Zona Hogar
www.ginniemae.gov/homezone/brainfood/sp_glossary.html

REAL ESTATE (BILINGUAL)
Property in Spain
Real estate Spanish into English Glossary
www.euroresidentes.com/Property/spanish-real-estate-glossary.htm
Glossary Mining: Getting Down to Business Continued

MARKETING AND ADVERTISING (SPANISH)
Castellano de Términos Publicitarios y de Marketing
www.fcom-udep.net/gloster.html

Hipermarketing.com
www.hipermarketing.com/nuevo%204/herramientas/Glosario/nivel2/index.html

Marketingdirecto
www.marketingdirecto.com/glosario/lista_terminos.php?inicial=all

Portal-Industrial
Glosario de Términos de Marketing
Contains Argentine terminology.

MISCELLANEOUS SITES
Completing the business scenario are sites that deal with a number of other subjects.

SHIPPING
Proexport Colombia
www.proexport.com.co/VBeContent/NewsDetail.asp?ID=1579&ID=16

Shipping Freight Definitions List
www.apparelsearch.com/definitions/Definition_List_Shipping.htm

U.S. Department of Transportation Maritime Administration Glossary of Shipping Terms
www.marad.dot.gov/Publications/glossary/A.html

FOREIGN TRADE AND CUSTOMS
Aduana General de la República Primera Parte del Glosario de Términos Aduaneros
www.aduana.islagrande.cu/glosaro.html

Glosario de Términos Aduaneros
www.aduanet.gob.pe/aduanas/glosario/glosarioA-Z.htm

Glosario de Términos de Comercio Exterior

Portal de Negocios Internacionales Glosario Comercio Exterior
http://kompass.cl/glosario_comex

Términos útiles en comercio exterior
www.taric.es/services/glosario/glosario.asp

PROJECT MANAGEMENT
Public Administration Universidad Nacional Mayor de San Marcos
Glosario de Términos sobre Administración Pública
www.unmsm.edu.pe/opg/ARCHIVOS/Glosario/Inda.htm

Wideman Comparative Glossary of Project Management Terms version 3.1
http://maxwideman.com/pmglossary/index.htm

MORTGAGES
Atrea Iniciativas Residenciales en Internet
Glossary of Real Estate Terms

LEASING (SPANISH)
Centro de Atención al Cliente Leasing Bancolombia
www.leasingbancolombia.com/leasing/glosario/glosario.asp

International Monetary Fund Multilingual Glossary
German, English, French, Spanish, and Portuguese.

International Monetary Fund Spanish into English Glossary

THERE’S MORE COMING!
The next installment of this series will feature sites that provide terminology and other resources on the sciences.

May 18-20, 2007
National Association of Judiciary Interpreters and Translators
28th Annual Conference
Portland, Oregon

For more information:
www.najit.org

Start planning now!
ATA 48th Annual Conference
October 31-November 3, 2007
San Francisco, California
• *Enterprising Women*, a magazine published exclusively for women business owners, announced that Beatriz Bonnet, president and chief executive officer of Syntes Language Group, Inc., is a recipient of a 2007 Enterprising Women of the Year Award. In 2006, Syntes Language Group, Inc. received the Minority-Owned Business of the Year Award from the Denver Metro Chamber of Commerce.

• CommGap International Language Services in Salt Lake City has been recognized by DiversityBusiness.com as one of the “Top 50 diversity-owned businesses” in Utah.

• George Fletcher, president of Global Language Services, Inc., in New York City, was among those to receive a state award from Russian President Vladimir Putin at a reception in observance of National Unity Day 2006 at the Grand Kremlin Palace in Moscow. President Putin presented awards to Russian and foreign language and literature teachers, philologists, academics, art critics, and publishers of Russian-language publications for their contributions toward making Russian language and culture better known. For the past 16 years, Global Language Services, Inc., has worked closely with the Russian Ministry of Education for mutual understanding, translation, and recognition of Russian/U.S. educational degrees and programs. This work has included the publication of *The Complete Handbook and Glossary of Soviet/Russian Education* (1992/2006), and participation in the Joint Russian/U.S. Commission on the Mutual Understanding of Education Systems, organized with Dr. Yuri Akimov of the Russian Ministry of Education.

• NCS Enterprises, L.L.C., of Carnegie, Pennsylvania, was selected as a “Tech 50” finalist in the service provider category by the Pittsburgh Technology Council.

• The Language Technology Centre has launched a new website. Visit www.langtech.co.uk and www.langtechus.com.

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**In Memoriam**

George Hall Kirby, 77, of San Francisco, California, died on December 29, 2006 at San Francisco General Hospital. He was a resident of San Francisco for the past 25 years, during which time he operated Golden Gate Translation Services. Mr. Kirby served as an ATA Board member (1987-1991), and was ATA-certified (German–English).
The Northwest Translators & Interpreters Society (NOTIS), an ATA chapter, was established in April 1988 as a forum for professional translators and interpreters in the Pacific Northwest. Membership is open to individual translators and interpreters. Companies and organizations are also invited to become corporate or institutional members.

Objectives

• To promote the recognition and advancement of the translating and interpreting professions.

• To promote high standards and to protect and safeguard the rights and interests of professional translators and interpreters.

• To provide information that will assist newcomers to the profession and enhance the abilities of established practitioners.

• To assist members in marketing their services, although it should be noted that NOTIS does not serve as a referral service.

• To provide a forum in which translators and interpreters and those in allied fields can get acquainted, network, and discuss mutual needs and business objectives.

• To inform the general public, clients, and persons in allied fields about NOTIS and about translation and interpretation, thus raising awareness and respect for the value of the professions.

• To seek to influence public policy as it applies to the translating and interpreting professions.

Newsletter

The Northwest Linguist is the joint quarterly publication of NOTIS and the Washington State Court Interpreters & Translators Society (WITS), with articles pertaining to various aspects of the industry, reviews of recent meetings, announcements of upcoming meetings and workshops, listings of relevant local and regional course offerings, and a variety of other items of interest to translators and interpreters. The current issue and archives of past issues are available online.

Directory

NOTIS publishes the Directory of Translators and Interpreters in an online format, providing details about members’ professional qualifications and the specialized services they offer. This directory is designed to be useful and attractive to local businesses and other potential users of language services.

Activities

NOTIS organizes and sponsors various events and activities, as well as social gatherings throughout the year, which give members an opportunity to broaden and improve their professional skills, network, and socialize. In addition, active special interest groups hold meetings that have an educational component and enable members to meet with colleagues who work in the same language combination or specialty. All NOTIS meetings are open to nonmembers and members alike. NOTIS also sponsors an ATA certification workshop and examination sitting in the spring.

Website

1. Online member directory
2. News links
3. Client education downloads
4. Northwest Linguist
5. Links to Resources
6. Job Marketplace
7. White Papers (preprinted material for client education)
8. Archives containing the complete bylaws and associated policy documents.

Membership

• Individual: $35
• Corporate: $50
• Institutional: $35

NOTIS and WITS have recently established a dual membership special of $70 for a yearly membership in both organizations.

ATA chapters, affiliates, and local groups serve translators and interpreters in specific geographic areas. They provide industry information, networking opportunities, and support services to members at the local level and act as liaisons with the national association. This column is designed to serve as a quick resource highlighting the valuable contributions these organizations are making to the association and the profession as a whole.
Dear Business Smarts,

I just got a phone call from a client asking about a job that was due at 10:00 a.m. European time. I had completely forgotten all about it. I offered to do half of the nine pages at no cost, but they decided that their quality assurance person would do the whole thing. Obviously I have lost them as a client, but what are the potential legal ramifications of missing a deadline like this? I am completely sick about this.

Stressed out in Ohio

Dear Stressed,

First of all, while your oversight was certainly aggravating to the client, you are unlikely to face legal consequences for forgetting this particular job. Unless a million dollar deal was hanging in the balance based on your translation, your client is unlikely to sue you for a missed deadline. Your offer to deliver the job late at half the cost was a good-faith attempt to save the situation. Furthermore, you responded immediately and honestly instead of dishing up a feeble excuse, which should also count in your favor. Apologize nicely and then move on.

You have since let us know that you and the client came up with a reasonable solution that was amenable to both parties. They were also pleased with the translation, and have continued to send you work. All’s well that ends well, but you may still want to think about making changes to avoid such situations in the future.

Your first priority should be to assess your working situation. You admit that you are stressed and sometimes take on more work than you can reasonably handle. Imagine yourself for a moment in the role of a supervisor. Would you assign to an employee the workload you expect of yourself? Why or why not? Think about why you are so overloaded with work that some things are not getting done properly. Do you have trouble saying no? Are you worried that turning projects away may leave you scrambling for work in the future? Are you under financial pressure? Is your stressful situation temporary or do you constantly work under pressure? How does that impact the quality of your work?

Then take a few moments to assess how you manage your projects. Some translators we know track all their jobs in an Excel file, while others use dry erase boards or Post-It notes. There are many solutions available, ranging from very simple to highly technical products. They all have one thing in common, however: a data system is only as good as the input it receives. Observe your current habits for recording incoming and outgoing projects. How could you improve this method to make it more effective? The solution has to be a good fit for you and accommodate your preferences.

Regardless of the procedures you adopt, pay particular attention to basic time management. Review your e-mail inbox every day to make sure you have acknowledged all new projects and recorded the deadlines. It is also very helpful to implement a specific starting and wrap-up routine for your working day. Instead of starting every morning by immediately typing your first job, take some time to assess your work priorities for the day and the week. At the end of the day, take a few minutes to wrap up and evaluate your progress, rather than translating until your fingers are twisted in a knot. A satisfying way to complete each work day is to define your priorities for the next one.

“Sustainability” in the use of resources has become a buzzword in many industries. As a freelance translator you should also try to make your career sustainable, in the sense that you can keep yourself employed for the remainder of your working life. This requires not only a steady flow of work from satisfied clients, but also the absence of permanent stress. As a self-employed contractor, you have more control over the conditions of your working life than many...
others do. Take advantage of this unique benefit by setting up a working environment that fits your needs and that can be sustained over the long term.

The information in this column was compiled by members of ATA’s Business Practices Education Committee for the benefit of ATA members. This column is not intended to constitute legal, financial, or other business advice. Each individual or company should make its own independent business decisions and consult its own legal, financial, or other advisors as appropriate. The views expressed here are not necessarily those of ATA or its Board of Directors. Send your questions about the business of translation and interpretation to The ATA Chronicle—BPEC Q&A; 225 Reinekers Lane, Suite 590, Alexandria, VA 22314; Fax: (703) 683-6122; E-mail: businesspractices@atanet.org. Questions must be accompanied by a complete name and address, but will be published anonymously or pseudonymously upon request. ATA members can discuss business issues online at the following Yahoo! group: http://finance.groups.yahoo.com/group/ata_business_practices. You will need to register with Yahoo! (at no charge) if you have not already done so, and provide your full name and ATA member number in order to join the group.

### ATA Certification Exam Information

#### Upcoming Exams

<table>
<thead>
<tr>
<th>State</th>
<th>Location</th>
<th>Dates</th>
<th>Registration Deadline</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arizona</td>
<td>Phoenix</td>
<td>September 30, 2007</td>
<td>September 14, 2007</td>
</tr>
<tr>
<td>California</td>
<td>San Francisco</td>
<td>November 3, 2007</td>
<td>October 19, 2007</td>
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<td>Atlanta</td>
<td>August 11, 2007</td>
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<tr>
<td>Massachusetts</td>
<td>Somerville</td>
<td>May 6, 2007</td>
<td>April 20, 2007</td>
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<td>Texas</td>
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<td>Brazil</td>
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These days we hear a lot about fragile environments, and rightly so. One action with a particular goal might serve to achieve that goal, but it may also cause something much greater or worse in the process. It is called the law of unintended consequences.

I live on the Oregon coast in the middle of the world’s largest expanse of shifting, oblique sand dunes. The problem with these beautiful and majestic giants is that they—well, they shift, burying virtually anything that stands in their way. In the 1970s, biologists started to plant European Beach Grass along the edges of the dunes to fortify them. And they were very successful—in most areas, the dunes stopped wandering. What these scientists did not anticipate, however, is that these wandering dunes will eventually come to a complete and irreversible halt when, in a few decades, they will be gone, supplanted by an ever-thickening growth of firs that are finally able to take hold in the sand because the beach grass provides the stability their roots need. There have been many attempts to burn, rotor, or otherwise stop the conquering growth, but none of these efforts have been successful. The grass is much too hardy to be killed or it would not have grown here in the first place.

That is a long story for an illustration, but I think it is a good one. Computers (and I hate to admit it, but here it is—especially Windows computers) are very much like a fragile ecosystem. We successfully try to install a new program, update an application, or connect a new peripheral device, but in the process we unintentionally change a setting for another program, driver, or even the operating system, and things go downhill from there. Uninstalling the application or reverting the setting might help, but it also might not. Like the roots of our beach grass, the bits and pieces that have been altered may have penetrated too deeply to be extracted.

But this is where our illustration may help us. Unlike the biologists from the Oregon Parks and Recreation Department, we DO have ways to go back.

Windows versions ME, XP, and Vista have a very helpful feature called System Restore, which allows you to revert to an earlier point in the life of your computer. Every time a change in the system configuration is performed (and automatically every other day), Windows creates a “restore point” that allows you to jump back to that earlier point. If you perform something on your computer that you are not sure about, you can also create a restore point manually.

To access System Restore, select Start> Programs> Accessories> System Tools> System Restore in Windows ME or XP, or in Vista Windows you can just type “restore” into the Start menu search box and then select System Restore. If you choose to restore your computer, you can now select the date and the system change to which you would like to restore it. Selecting Next will restart the computer to that point. Any programs or drivers that have been uninstalled or installed during that time period will also be reversed. However, documents that you may have worked on will NOT be affected by this.

While this option can be a huge lifesaver (in Windows Vista you can even use it if you cannot start your computer properly anymore), please realize that this does not change the two basic axioms of computing (and this is true for Mac and Linux users as well):

1. Perform regular and exhaustive back-ups.

2. If it ain’t broke, don’t fix it—in other words, do not fiddle with your computer or update or install new programs unless you have a very good reason for it.

Stay tuned for an upcoming column where I will address how to evaluate those reasons.

The GeekSpeak column has two goals: to inform the community about technological advances and at the same time encourage the use and appreciation of technology among translation professionals. Jost also publishes a free technical newsletter for translators (www.internationalwriters.com/toolkit).
This three-day conference is targeted at translators and interpreters, currently working in the field of energy, who are seeking advanced-level continuing education. Sessions will cover topics such as oil and gas: exploration, production, and refining; chemical engineering and processes; renewable energy sources: wind power, fuel cells, and solar power; electric power generation and distribution; nuclear power; and environmental issues relating to energy.

The conference will feature a mix of language-specific sessions presented in French, German, Portuguese, Russian, and Spanish, as well as non-language-specific sessions presented in English. Attendees will earn up to 10 ATA Continuing Education Points.

Attendees can also take advantage of networking opportunities provided throughout the conference. Enjoy an evening of socializing at the Welcome Reception, market your skills at the Job Marketplace, and don’t forget to visit the exhibits in the Exhibit Hall.
Beyond the highly specialized domains of poetry and literary translations, there are many instances where technical translators become concerned with the sound of their translations—instances when translations become more faithful when they rhyme in their own way just like the original, or when they are able to capture a certain source tempo and rhythm. The world of marketing and advertising, product packaging, and webpages are just a few examples where technical and informational content, such as lists of chemical ingredients or auto parts, sometimes go hand in hand with what usually pertains to the artistic, in the form of jingles, advertisement messages, logos, and slogans. When a nation from coast to coast starts humming “Reach out and touch someone” (AT&T telephone) or “Just do it!” (Nike shoes), there is more than high performance sports shoes or clear communications behind the catchy words and tunes. It is this extra dimension of sound, rhythm, and rhyme that technical translators also need to tackle, perhaps more often than suspected. For this reason, Pierre Desfeuilles’ Dictionnaire des rimes is a most useful dictionary of rhymes, which will help all translators, including the techies, searching for a rhyme in addition to their usual concerns for accuracy, cultural sensitivity, or equivalence.

Content

The Dictionnaire des rimes contains a succinct and wonderfully clear 20-page presentation of the rules of French versification. This front material will introduce you to differences among French rhymes, tempo, and rhythm, while supplying you with more than one frame of reference for identifying them. For example, you will learn that there are rhymes that do not rhyme. These are visual rhymes, or rimes normandes (e.g., “mer” and “aimer” [sea and love]). Similarly, you will learn that there are feminine and masculine rhymes, which involve an extra silent syllable rather than a particular vowel sound. For example, “probable” and “vocable” (probable and term) are feminine rhymes, while “agenda” and “réséda” (agenda and reseda) are masculine rhymes. Similarly, this small and user-friendly introduction to prosody will walk you through which syllables count when focusing on meter, and where stress is marked in French verses.

The main part of Pierre DesFeuilles’ dictionary lists 45,000 words according to the similarity of their final accented syllables. It is here that you will find your rhymes. You will find words that rhyme with whatever sound you are seeking. For example, if you need a word that rhymes with “abricot” (apricot), you will find “asticot,” “coquelicot,” “haricot,” “tricot” (maggot, poppy, bean, and sweater), among many others for a full rhyme, or rime riche. You will also find “bachot,” “manchot,” “cachot,” “flot,” “sanglot,” “culot,” or “bibelot” (bacalaureat, armless, dungeon, waves, sob, nerve, or trinket), among countless others, for a rhyme that is good enough (without the support of a consonant), or rime suffisante. Without delving into the finer quality of rhymes, you may want to query this dictionary just for suffix sounds, for words ending, for example, in “-érbe,” “-ic,” or “-omme/-ome,” such as “verbe,” “proverbe,” “adverbe” (verb, proverb, adverb), “alembic,” “public,” “déclic” (distiller, public, click), or “prud’homme,” “surhomme,” or “majordome” (labor relations board, superman, butler).
that you will find listed according to their final accented syllable sounds will be most useful when your source text rhymes or comes alive beyond the informational content, and you need assistance exploring this extra dimension of sounds, rhythms, and beat in the targeted French.

**Overall Evaluation**

Pierre DesFeuilles’ *Dictionnaire des rimes* is a useful tool to store among your resources for French translations. It contains a user-friendly introduction to prosody, and it will come in most useful for the next jingle, slogan, or catchy headline that you will need to translate into French. Enjoy!


*Editor:*
Morry Sofer

*Publisher:*
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www.schreiberlanguage.com

*Publication date:*
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*Price:*
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*Available from:*
www.schreiberlanguage.com

*Specialty/Fields:*
Business: banking, accounting, insurance, real estate, import/export, taxes, business law, computers

*Reviewed by:*
Arnoldo Higuero

This dictionary has two sections: English into Spanish with a total of 182 pages; and Spanish into English with a total of 155 pages.

**Strengths**

1. This paperback dictionary has a nice, glossy cover. The type and quality of the binding appear to be excellent, and the paper quality is also good.

2. The format is easy to read, with appropriate use of bold type for source word(s) and regular type for the translation.

3. Convenience of look-up is also good, with the translation indented below the source word(s).

4. There are many words and groups of words that can be found in several business fields.

5. For some terms, the English into Spanish section gives the most common translation equivalent, and then differentiates among usages in Argentina, Chile, Mexico, Spain, and Venezuela.

6. There are not too many filler words.

**Weaknesses**

1. The typeface style is adequate, but the font size could be a little larger.

2. The English into Spanish section shows the most common Spanish translation, followed by translations used in some specific countries (Argentina, Chile, etc.). It is unfortunate, however, that only five Spanish-speaking countries are represented in a “multicultural” dictionary.

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3. In cases when the English into Spanish translation uses the most common Spanish translation and is followed by a country-specific translation, the country designation is generally maintained when this information is transferred to the Spanish into English section. Unfortunately, in some cases, the country-specific designation (e.g., Mex) is not shown in the Spanish into English section. For instance, the English into Spanish section shows **rundown** = (Mex) **parada**, **uso** (page 152), but the Spanish into English section shows **uso** = rundown (page 341) without indicating (Mex). This may mislead an inexperienced person into thinking that **uso** means rundown in all countries. The same thing happens in the English into Spanish section, which shows **possession** = (Mex) **patrimonio, propiedades, bienes** (page 134), while the Spanish into English section indicates **propiedades** = possession (page 312), but without the country-specific designation (Mex), thus possibly misleading someone into thinking that **propiedades** means possession in all countries.

4. Sometimes the English into Spanish section shows two of the most common Spanish translations, with one translation being very accurate and the other translation being accurate only in specific cases. In the reviewer’s opinion, only the very accurate translation should be transferred to the Spanish into English section, as transferring a translation that is accurate only in certain cases may mislead a translator. For instance, the English into Spanish section shows **sampling** = **muestra, muestreo** (page 155), and the Spanish into English section shows **muestra** = sampling as well as **muestreo** = sampling (page 290). Actually, a better and more general translation would be **muestra** = sample.

5. In some places, instead of bold type for the source and regular type for the translation, the dictionary has just the opposite (i.e., regular type for the source and bold type for the translation). For instance, in the Spanish into English section, the dictionary shows **conflicto de intereses** = **conflict of interest** (page 226), when it should have shown **conflicto de intereses** = conflict of interest. Similarly, the dictionary shows **producción continua** = (Ven) **straight-line production**, when it should have shown **producción continua** = (Ven) straight-line production (page 310).

6. The proofreader also missed some indentation errors. For instance, there are unnecessary extra spaces between **producción continua** and **producción de valor** (page 310), between **alien corporation** and **alienation** (page 19), and between **bucle** and **buena cantidad de dinero** (page 213).

7. There are some missing page numbers (e.g., 293 and 294).

8. The English into Spanish and Spanish into English entries sometimes do not correspond. For instance, the English into Spanish section shows **broken lot** = **lote incompleto** (page 31), while the Spanish into English section shows **lote inactivo** = broken lot (page 283).

9. Sometimes the English into Spanish section mentions several Spanish translations, but the Spanish into English section only shows some of these translations. For instance, on page 32:

   **bull alcista, especulador a la alza, mercado alcista**
   **v. comprar al descubierto, especular al alza**

   (I could not find a list of abbreviations in this entry: v. could be **ver** [see] or **verbo** [verb]. It was assumed that it meant verb.)

   **bull market**
   **mercado alcista**
   **(Es) mercado al alza**

   For some reason, the Spanish into English section only shows the items from the first line of the translation of these two entries, but not the items from the second line. To complicate things further, the Spanish into English section shows **mercado a la alza** = bull market (page 287), which was not mentioned in the English into Spanish section.

10. Several typographical errors were found, such as: **interests-only loan** (extra s) on page 90; **semiduplex** (there should be an accent over the ú) on pages 81 and 327; and **bono-basura** (hyphen not needed) on pages 96 and 213.

11. Since a Spanish dictionary should try to use words accepted by the Royal Academy Dictionary, the entry **fondo jubilatorio** = pension fund (pages 131 and 261) should use a term other than **jubilatorio**, since it is not listed in said dictionary.

12. There were some inaccurate entries, for example, **tab key** →
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March 2007

 Dictionary Reviews Continued

= tecla tab (page 171). This should have been tecla tabuladora or tecla de tabulación.

13. Many of the translations could be improved, such as churning = operaciones con un valor para dar impresión de actividad en el mercado (pages ix and 39). Actually, the term churning is frequently used when a stockbroker is excessively trading his or her client’s securities for the purpose of earning more commissions with this excessive trading.

14. This dictionary follows very old Spanish alphabetization rules, and includes Ch and Ll as separate letters. In 1994, Ch and Ll were eliminated as separate letters in Spanish.

15. Of the 20 English business terms I looked up, 6 did not appear (shown here in bold): audit; baseline; blue chip stocks; bond; capital reserves; certificate of deposit; collective bargaining; consignment; Free Trade Agreement; insurance; interest; liability; market area; merger; money market; proposal; rate of return; securities; stockbroker; and tax.

 Overall Evaluation
My general rating of this work is fair. This dictionary should be used with much caution, as it sometimes could mislead a translator. The reviewer hopes that the next edition will be reviewed and proofread a lot more carefully.

Compiling a dictionary is a never-ending task, and the editor and contributors should be commended for the time and effort they put into the preparation of this multicultural Spanish business dictionary.

Arnoldo Higuero is a freelance translator/interpreter specializing in the technical, business, legal, medical, and scientific fields. He translates from English into Spanish, Spanish into English, and from French, Italian, and Portuguese into English and Spanish. He has worked on civil and hydraulic engineering projects, including dams for waterpower, flood control, and/or irrigation projects located in a number of countries. He also published a Dictionary of Panamanian Terms (in Spanish) and prepared an English into Spanish dictionary for business travelers.

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www.atanet.org

May 31-June 3, 2007
ATA Medical Division
First Mid-Year Conference
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In the second of a trilogy of short reports on translation- and interpretation-related movies, I highly recommend The Terminal starring Tom Hanks. The story, which is set almost entirely at what is supposed to be Kennedy Airport, revolves around Viktor Navorski (played by Hanks), a Russian-speaking tourist who is traveling to America from a fictional Russian republic. While enroute to the U.S., a coup takes place back in Viktor’s home country, leaving all of the international relations aspects of life there undefined. As a result, when poor Viktor reaches American soil, he is informed that he cannot leave the airport or fly back home. A suspension of disbelief is required in that the airport’s security manager could have called in a Russian interpreter to help with the situation as soon as Viktor reached American soil—but if so, none of the funny stuff that followed would have taken place. If you rent the movie, just accept this as fact and then enjoy the comedy that results from being stuck at an airport for a long time. I mean, an unbelievably long time.

(E-F 3-07/1) In civil engineering, what are seeded geo-textile erosion control blankets, and what is the proper way to express the idea in French? Here is some more context: For excavation and cut slopes (in areas other than at the process plant site, port, and roads port), place seeded geo-textile erosion control blankets or equivalent treatment immediately after completion of the work.

(E-Sp 3-07/2) For this one there is at least a coherent definition in the source language. Though medical in nature, it sounds a bit like a transportation query. Spanish is needed for slack filling, which is defined as: the difference between the actual capacity of a container and the volume of the product contained (e.g., stating on the packaging that the container is 80% full). Assuming it is for a medical product, what might it be in Spanish?

(E-T 3-07/3) Okay, at least one query per issue must be a really tough nut to crack. This one concerns producing good Turkish for the HVAC term swinging chokes. Context: …patented swinging chokes reduce harmonics by up to 25 percent at partial loads. Who is bold enough to try it?

(F-G [E] 3-07/4) In a French text having to do with the balancing of accounts, this ProZ member was stumped by “bande de TPE.” TPE stands for “terminal de paiement électronique.” It seems that the “bande de TPE” needs to be printed out in the evening, thus making it a sort of check on credit card payments. What, in German or English, is this?

(G-E 3-07/5) This is related to trade-offs made in designing a car, specifically legroom and headroom in the rear seat of a brand-new Nissan. After explaining that there is sufficient distance from the seat surface to the floor, the text goes on: “Wer allerdings zu den Sitzzielen zählt, wird der zwar schicken, aber wenig praxistauglichen, nach hinten flach auslaufenden Dachlinie wenig abgewinnen können, da diese die Kopffreiheit im Fond einschränkt.” What is this reviewer trying to convey?

(G-Po [E] 3-07/6) No one needs to be coached about “Sprechen,” but it becomes murky when combined with the adjective “freihändig,” as a ProZ user found out in the following context sentence: “Freihändiges Sprechen ermöglicht raschen Kommunikationsfluss zwischen Küche und Service.” What about the English, and what about the Polish?

(I-F [E] 3-07/7) “Corrispettivo” is the trouble word that appears twice in this financial document: “L’altra espressione del testo che ricomprende nel corrispettivo i debiti o altri oneri verso terzi accollati al cesionario o committente…La base imponibile delle cessioni di beni e delle prestazioni di servizi è costituita all’ammontare complessivo dei corrispettivo dovuti al cedente o prestatore secondo le condizioni contrattuali.” Who can help?

(N-G [E] 3-07/8) In this ProZ query, the translator wondered whether there was a German expression for “sombygget dokumentasjon,” as in “Alle Leverandørs aktiviteter i kontraktsperioden slik at disse dekker et komplett arbeidsomfang for kontrakten, herunder utarbeidelse av kontraherings og innkjøpsunderlag,”
underlag for beslutninger, underlag for å tilfredsstille myndighetskrav, underlagstegninger for andre fag, utarbeidelse av arbeidstegninger, utarbeidelse av FDE og ‘som-bygget’ dokumentasjon med mer.” What sort of documentation is it?

(Pt-E 3-07/9) At the time the Translation Inquirer found this on ProZ, three helpers had responded, but their solutions differed quite drastically, so it remains open as this column is being written: “elucubrações.” The sentence in which it appeared reads: “A vida humana não deve e não pode ser alvo de elucubrações por parte de ninguém e muito menos, daqueles que pretendem colocar-se acima de suas próprias limitações como indivíduo, igual aos demais.” Can our readers do better than the ProZ users?

(Sp-E 3-07/10) In a law and patents context, a ProZ member was stumped by “gastos necesarios para su radicación” in “Tratándose de un vehículo importado, el valor de un vehículo de igual marca agregando los costes de flete, seguro y los últimos derechos vigentes, reducidos en la misma proporción que resulte de comparar el valor de dicha unidad usada con el valor de la misma unidad nueva sin uso en el país de origen, adicionando al valor total así obtenido un 10% en concepto de otros gastos necesarios para su radicación.” What is this all about?

Replies to Old Queries

(Cr-E 1-07/2) (Hrvatski se jezik voli znanjem): Wayles Browne points out that the last word was misprinted (it really begins with z). The sentence contains “se” for a not-further-specified human subject, so it is literally “One loves the Croatian language through knowledge.” But many sentences in the present tense with “se” are used to tell what one should or must do. The background, I believe, is that much of the public discussion about Croatian is carried on by ill-informed amateurs, and the Croatian Philological Society would like to educate the public about proper usage. So a translation could be “To love Croatian—know Croatian!” or “Croatian: to love it we must know it.” Dubravka Martinic renders it: “One shows the love (fondness) for Croatian by speaking it well.”

(E-Cr 11-06/1) (dry-pendant sprinkler head): Marijan Bošković suggests “glave nadolje usmjerenih suhih raspršivača” for this. As for the entire query sentence that appeared on page 46 of the November-December issue, he suggests “Želi li se koristiti nadmetke posebne s muškim navojem, kao npr. sonde, glave nadolje usmjerenih suhih raspršivača ili sl., prikladnost takve uporabe mora se prethodno provjeriti s onim određenim cjevovodnim proizvodom XY kojega se namjerava postaviti.”

Dubravka Martinic, who is not an expert in sprinkler systems, renders the problem bit of terminology as “viseča suha sprinkler mlaznica,” which captures the idea of the pendant orientation.

(E-Pt 11-06/3) (power line noise): Thais Simoes feels that a possible translation is “ruído” or “chiado.” She knows this is a simple translation, but it is what comes to mind when she reads it. (And, adds the Translation Inquirer, no one else made any suggestions.)

(E-R 6-06/3) (online ticket): Irina Knizhnik wants to point out, in response to the answer on page 50 of the January issue, that Russian speakers in Russia do not say на Интернете, but rather в Интернете or в сети. The preposition and lack of capitalization is a distinguishing mark of U.S.-based Russian speakers. Many Russia-based translators oppose the capitalization, but that seems to be the rule.

(F-E 11-06/4) (donneurs d’ouvrage): Florence Herbulot writes that in the building industry, “donneurs d’ordre” means principal or prime contractor (Re: Dictionnaire de la comptabilité et de la gestion financière, Louis Ménard, Institut Canadien des comptables agréés). In a more day-to-day use, for a freelance translator, for instance, it means simply the client.

(G-E 5-06/7) (aktivierbare Leistungen): Hans Liepert refers readers to section 266 of the HGB (“Gliederung der Bilanz”), which explains that capitalized items (usually material and labor) are to be included under one of those terms (e.g., “technische Anlagen und Maschinen”). You are not allowed under the law to show them separately or use another description, such as “selbst hergestellte Maschinen.” It is possible to find “andere aktivierte Eigenleistungen” in section 275 of the HGB code, where the parallel translation (here the Translation Inquirer is injecting what he found) is other capitalized own work.

(G-E 1-07/5) (auf Block gehen kann): Iris Heerhold did some research on this automotive-related query and found that it means that the coils of the spring touch each other, thus forming a block, if you want to call it that. She found a reference to this in English: the tightly wound parts lock up.

(G-E 1-07/6) (T.D.C.): Hans Liepert say that this is an abbreviation of “Te Dominum Confitemur” (We acknowledge thee to be the supreme Lord—
second line of the Ambrosian Te Deum), a widely used formula appearing before and after something has been accomplished (such Christian formulas were used by merchants in their accounting books).

(G-I [E] 11-06/8) (VV RVG): Quite simply, says Hans Liepert, VV is “Vergütungsverzeichnis” and RVG is “Rechtsanwaltsvergütungsgesetz.” (Presumably, RVG would come closer to properly abbreviating the word.) This answer can be found through a Google search. Now, if we could only get proper Italian for these!

(R-E 1-07/9) (… что и привело к снижению в воспитательных велях очиико): Irina Knizhnik likes “which resulted in the grade having been reduced to discipline the student.” Elena Al-Masani-Mozhaeva suggests “as a penalty for his/her behavior, he/she received a lower grade,” or “The grade was lowered as a correctional measure to modify the behavior of the student.” Alex Lukoff suggests “which has resulted in a grade (mark) being lowered for the purpose of teaching discipline.” Shifra Kilov suggests “…that led to lowering the grade as a disciplinary measure.” Paul Hopper (welcome back to a frequent contributor in the past!) says that it is his understanding that воспитание refers to personal and social development, whereas образование refers to the more academic side of education. So his tentative version in English would be “which resulted in a lower grade for personal and social development.” Paul will leave the German version to someone else.

(Sp-E 6-06/10) (aberturas): In an Argentinian context, says Milena Caldereri-Waldron, “una compañía de aberturas” is “a construction company selling doors and windows” (in other words, openings).

(Sp-E 6-06/11) (quintados): You might have thought that Hector Saavedra provided the most comprehensive reply on this subject on page 47 of the October 2006 issue, but Milena Waldron is able to add more: “Quintados” was part of a word-series that included “media tonelada” (500 kg) and “una tonelada” (1000 kg). The latter is an old shipping measure. A ship could carry X amount of “toneles” (casks). That would immediately be an indication of how big the hold was: “Es un barco de 20 toneladas.”

(Sp-E 11-06/11) (vino por un tubo): Milena Caldereri-Waldron, who is originally from Buenos Aires, says that where she comes from, it means he, she, it came very quickly or arrived very fast. The reference is to pneumatic tubes transporting paperwork from one floor of an office building to another.
Languages are always changing, as are the sensibilities embedded in them. Ancient and medieval mindsets are reflected in the spoken and written languages of ancient and medieval peoples just as contemporary mindsets are reflected in the languages of today. What then, is a translator to do? There are several ways to proceed.

In Victorian England, it was common practice to regard anything old—or even anything contemporary that somehow seemed old, such as Wagner’s Ring operas—as “once upon a time.” The same invented old-sounding English diction was used for translating works as varied as Homer’s Iliad and medieval religious verse. There were some notable successes—such as the translation by Dante Gabriel Rossetti (1828-1882) of the “Ballad of Dead Ladies” by François Villon (1431 - ?), the verses of which famously end “But where are the snows of yester-year?”—but most such “Wardour Street” translations seem ludicrous today.

If the work does not date from before the creation of modern English, the translation can be into English contemporary with the work. Ronnie Apter and I have translated Molière into 17th-century English and an early 19th-century operetta into early 19th-century English. Alternatively, older works that feel somewhat modern can be translated into contemporary English, so long as locutions that jar with the works’ sensibilities, such as most slang, are avoided. Or, distinctions between past and present can simply be obliterated.

The last can be done to point out the fact that the older work, however ancient today, was avant garde in its own time, or that there are similarities between an older writer and a modern one. For example, Frank O. Copley used the style of e. e. cummings’ Tulips and Chimneys to translate the works of the ancient Roman poet Catullus: “say Fabullus / you’ll get a swell dinner at my house” (University of Michigan Press, 1957).

And sometimes time is obliterated to bring home a point more forcefully than possible any other way. For example, it is a commonplace that the troubadours started the tradition in Western Europe that has developed into, and persisted as, the popular love song. But that may not be obvious to someone reading (or singing) a translation of a troubadour lyric that adheres to its original sensibility. Here is a literal translation from the Occitan of stanza three of “Estat ai com om esperdutz” by Bernart de Ventadorn (fl. 1150-1180):

Following the lead of her love, I wish to be a cheat, and it is fitting that I should learn from her, because I do not see a gallant/courtier/flirt who would understand it less (or, be less skillful at it) than I. But it is fine with me that I should contend with her, For I love another woman, one more beautiful and better, who values/aid me and helps me and succors me and makes me the recompense of her love.

In Sugar and Salt, Ronnie Apter’s book of translations of Bernart de Ventadorn (Edwin Mellen Press, 1999), all the translations attempt to retain most of his sensibility. Except one. “Estat ai com om esperdutz” is translated into “Goodbye Blues,” of which stanza three reads:

Now I am fickle.
I’ve learned her tricks.
I’ve eyed all the others and won me the pick:
a better baby
to come with me on my way.

Herman is a librettist and translator. Submit items for future columns via e-mail to hermanapter@cmsinter.net or via snail mail to Mark Herman, 1409 E Gaylord Street, Mount Pleasant, MI 48858-3626. Discussions of the translation of humor and examples thereof are preferred, but humorous anecdotes about translators, translations, and mistranslations are also welcome. Include copyright information and permission if relevant.
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